

WE BLOW UP AMERICA'S BIGGEST JACKASS!

MAD^{IND}



#407 JULY 2001 \$2.99 CHEAP!



07>

UNITED STATES

#1
OF TWO
COLLECTOR'S
COVERS!
GET 'EM BOTH!

TIME CRISIS PROJECT TITAN

2nd Place
Sorry loser, this ain't like a race.
Here's your reward.
for second place.

Congratulations! You're history

Get a tight grip on your Guncon™ and be ready to pull the trigger — a lot — because in this mission, it's finish or perish. And let's hope you've got a fast aim. Time will be flying as fast as the ammo.



PlayStation



FOR USE WITH
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PlayStation



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comes with Guncon—still the
straightest shooting lightgun
out there.



Classic Time Crisis
"Duck 'n Shoot" System.

MAD

JULY 2001

NUMBER 407

14



VEY TO GO
BY P.C. VEY



"I TURN MY BACK ON YOU FOR EIGHTEEN
YEARS AND LOOK WHAT HAPPENS!!"

DEPARTMENTS

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Around the Magazine

*"You can't go home again.
At least that's what your
parents will tell you on
Graduation Day!"*

FRONT COVER ARTIST: RICHARD WILLIAMS



MAD

THIS MONTH IN HISTORY

JULY

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

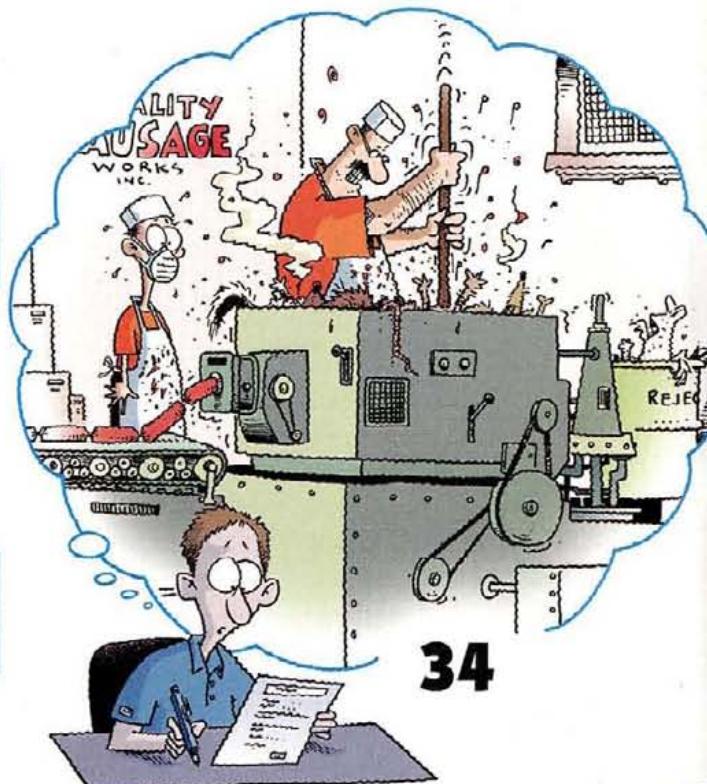
1982
Burt Reynolds Weds
Self In Bizarre, But
Tasteful Las Vegas
Ceremony

2000
After Sales of 9 Million Units, Henny Stickle
of Grand Rapids Becomes First Person to
Successfully Install Windows '98.

1991
Plans for First
Human to Baboon
Heart Transplant
are Scrapped.

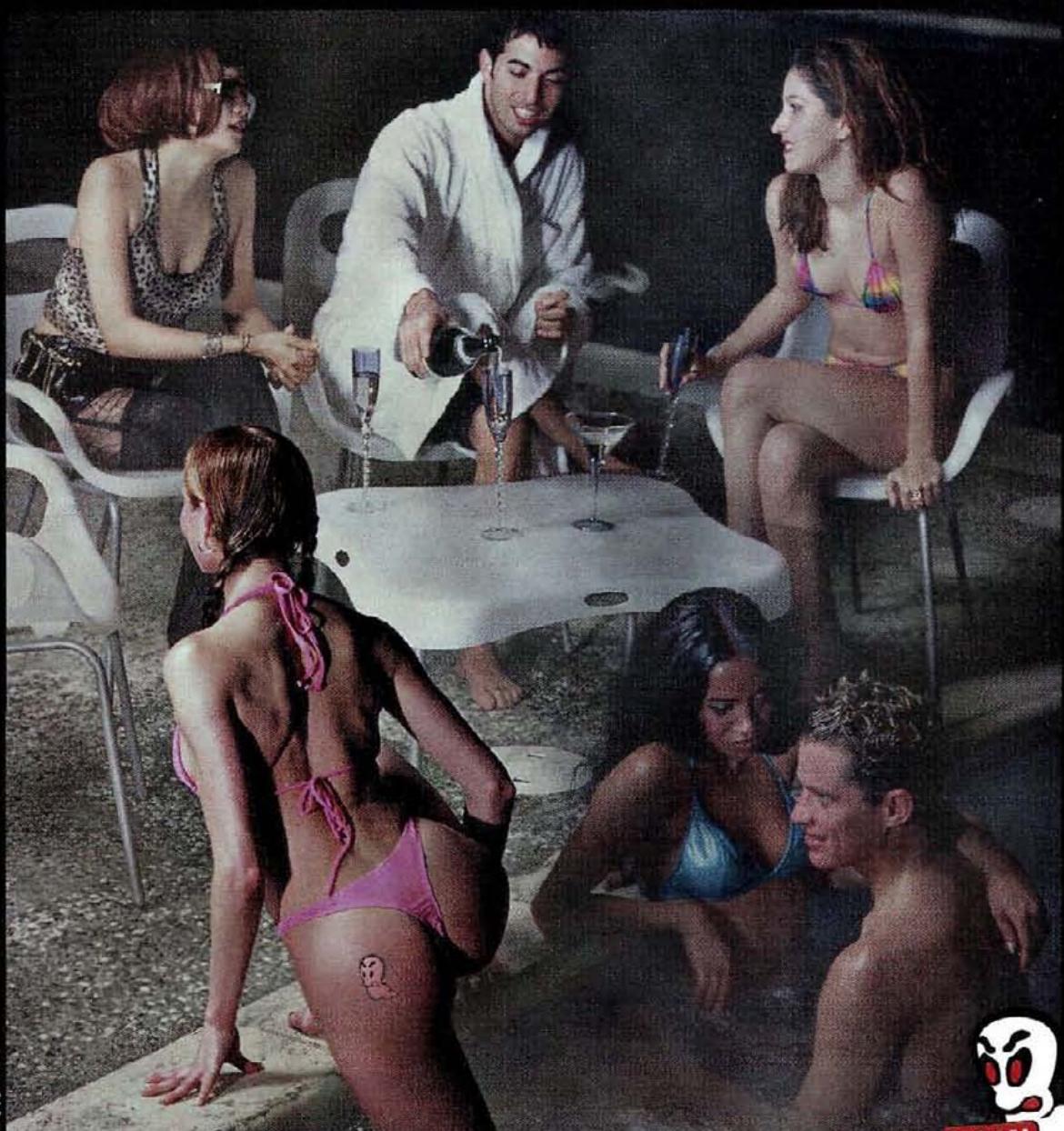
1969
Man Walks on
the Moon

1969
Man Runs
With Scissors
on the Moon



42

STOP PLAYING



Dreamcast™

PC
CD

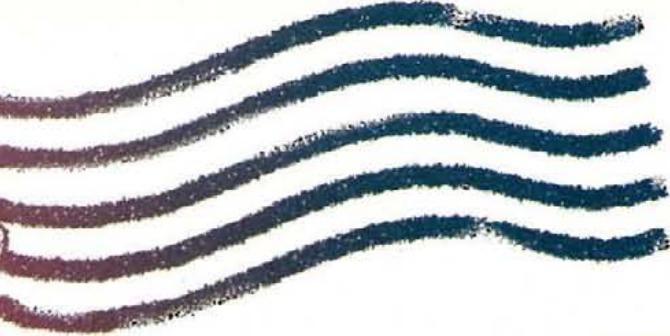


Animated Violence
Mild Language



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stamped envelope! MAD doesn't
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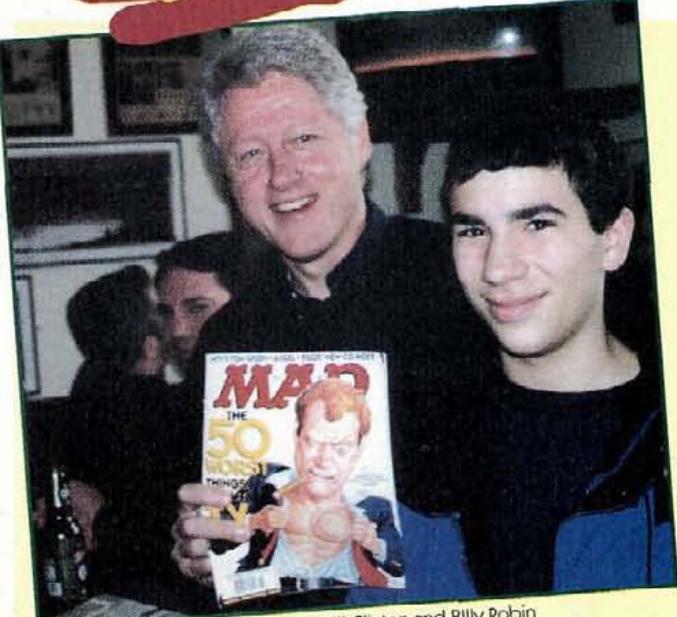
Make A Dumb Wish Foundation™

Now that you have been putting advertisements in MAD, I have a wish for The Make A Dumb Wish Foundation™. I don't like the ads, and I was wondering if you could stop putting them in.

John Dickson, Chicago, IL

Johnny — Thank you for your letter to The Make A Dumb Wish Foundation™ brought to you this month by Altoids® — the curiously strong mint. Now onto your question. We could stop putting in ads, but that would cause us great headaches and then we'd need Excedrin® — the extra strength pain reliever, and we also might need something for our upset stomachs such as number one doctor recommended Tums®. So, sorry we can't grant your dumb wish, but thanks for your letter, which by the way you could have sent via FedEx®! —Ed.

MAD CELEBRITY SNAPS



Former President Bill Clinton and Billy Clinton

ALL THREATS ARE OFF

I was reading my MAD on the way to church today, as I usually do when I'm studying for advanced placement classes or doing community service for the elderly, when suddenly my mag flew out of my hands and got run over by a truck. It was shredded to pieces. Unluckily, I tried to chase after this great product and I also was hit by the truck. Luckily, I wasn't shredded to bits like my magazine. My daddy says I should sue you for everything you're worth, but all I really want is a new three-year subscription to MAD.

Donnie Anderson, Nanaimo, Canada

P.S. Did I mention my dad was a very successful lawyer?

P.P.S. Thanks for the "Kids Guide To Writing Letters" (MAD #403).

A three-year subscription? Almost, but not quite. To get that you would have needed to send us a photo of you under the truck, being rescued by paramedics, one of whom would have had to have been Johnny Depp (holding the shredded issue)! Sorry, D. and good luck in rehab! —Ed.



GEEK LITERATURE

I refer you to your question in response to William Brann's letter in MAD #403, "Who the @#\$% is Hector"? Although I find it difficult to believe anyone could be that ignorant, I shall endeavor to clue you in. Hector, son of King Priam and husband to Hecuba, was the foremost warrior of the city of Troy when it was besieged by the Greeks. Achilles chased him thrice around the city walls before slaying him in return for Hector killing Achilles' friend Patroklos (The Iliad by Homer, book 22). Therefore, the idiom "Since Hector was a pup" means for a long time. That idiom has been used since before the flood...oh, let me make this simple for you guys, since a really, really really long time ago.

Scott A. Miller, M.D./Ph.D Student of Classical Language, Nashville, TN

Scotty — Thanks for your enlightening letter. But when it comes to Hector the Pup and all that mythology crap — it's all Greek to us! But what about you? We were quite taken by the fact that you are an M.D. and you are getting your Ph.D in Classical Language. If only you were around a few thousand years ago, you could have treated Socrates after he drank the hemlock — and then you could have told his family that "valiant efforts were made, but there was nothing we could do." Thanks for never writing us again! —Ed. Son of Agun, the God of the Letters Page.

When I was walking through my town yesterday, heading towards Rite Aid to pick up the latest issue of MAD, I happened to see a large SUV with a bunch of guys dressed in black surrounding it. Now, I thought this is either a terrorist group or the Secret Service for Mr. Clinton. It was in fact our ex-president and I caught up with him in Calhoun's Restaurant, the local bar and grill where he was celebrating St. Patrick's Day. As he was drinking his beer, my family approached him with our handy dandy MAD from my brother's subscription. I asked him if he would sign it, which he did and I posed with him while he was holding the MAD. I have always carried around a camera and a MAD in Chappaqua in case of seeing the Clintons. Mr. Clinton told us how much he loved MAD when he was a kid. He said he and his friends would save up a quarter to buy the magazine. After I thanked him and left, I noticed Buddy, the Clinton's dog, in the car. I waved, he barked and we left.

Billy Robin, Chappaqua, NY

It's rare that we receive a Celebrity Snap with such a tender and moving letter. It's good to see the former leader of the free world has moved on to truly important things like throwing back a few brewskis and getting MAD readers like you free three-year subscriptions (the retail value of which is significantly more than your family will receive from the Bush tax cut!). God Bless America! —Ed.

FAX MAD AT
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MAD #408
ON SALE JULY 17!

MAD XL #11
ON SALE JULY 17!

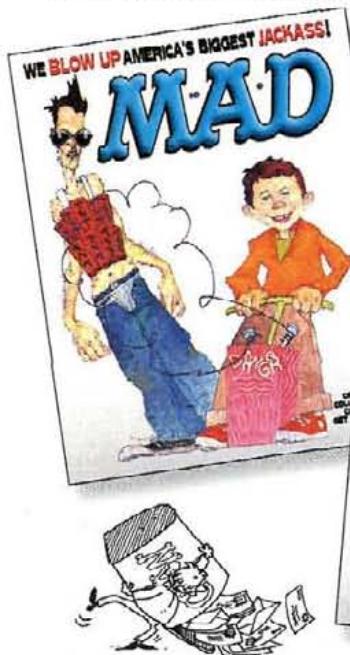
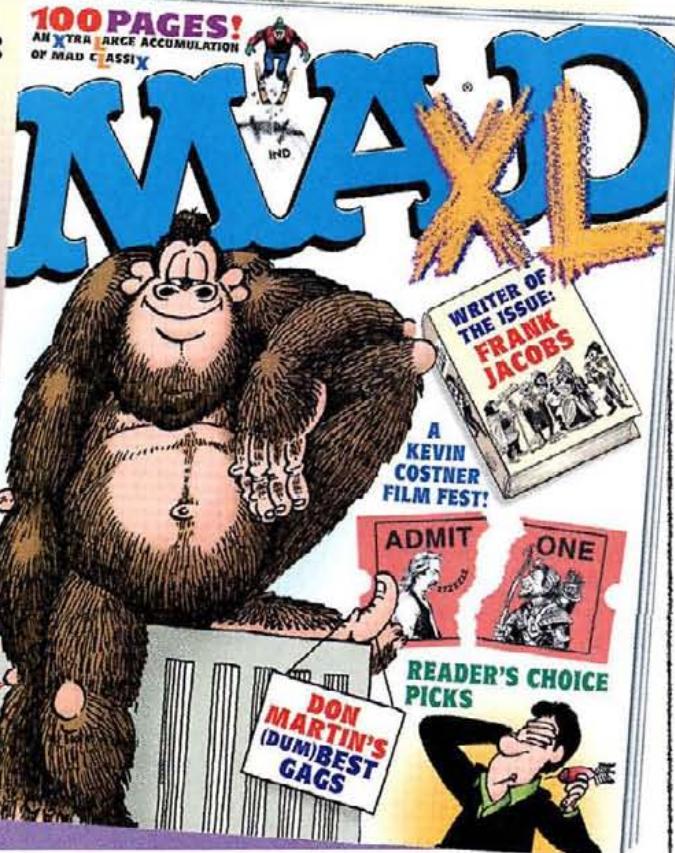
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—we're too dumb to
help you there!

EDITOR'S NOTE:

It is a well
documented fact
that a big ape on
the cover of
a magazine
guarantees a
particularly
fine issue!

BUY YOUR
COPY OF
MAD XL #10
TODAY!

ON
SALE
NOW!



COVERING OUR JACKASS

Hold on! Just because you have this issue of MAD doesn't mean you have THIS issue of MAD! The weasels in Marketing have once again talked us into creating two different covers for our July issue. Normally, we would advise against falling for such a scam, but we recently discussed our two-cover idea with famed logographer and MAD collectibles expert Hans Brickface of Hans' Bric-A-Brac and MAD Merchandise, and he conservatively estimates that in a well-publicized auction, these covers could fetch quite a bit. So don't be shut out of this incredible money-making opportunity! Get in on the ground floor, go directly to your newsstand and buy the cover you're missing today! Fal Fal Fal



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Lillian Laserson vp & general counsel

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And Writers

the usual gang of idiots

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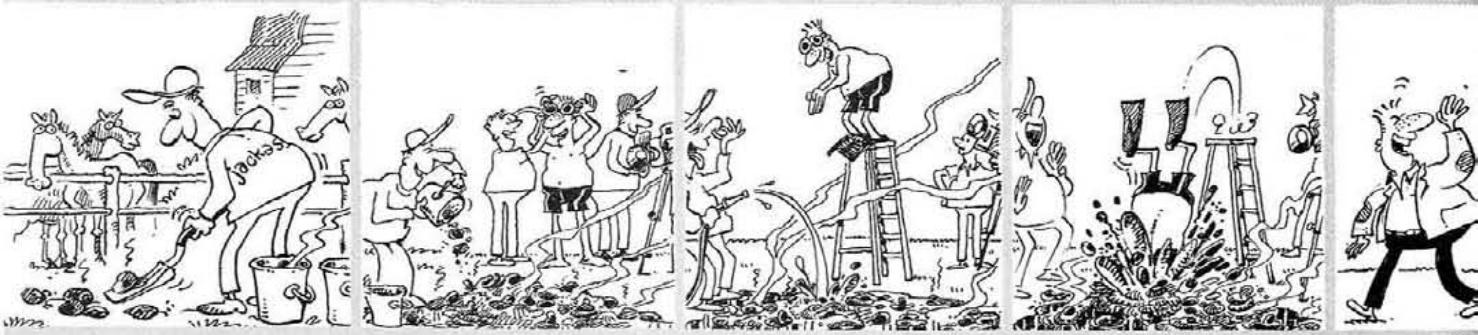
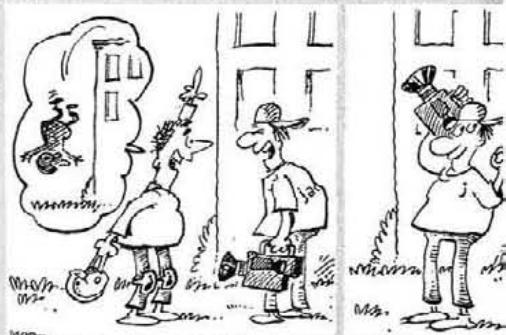
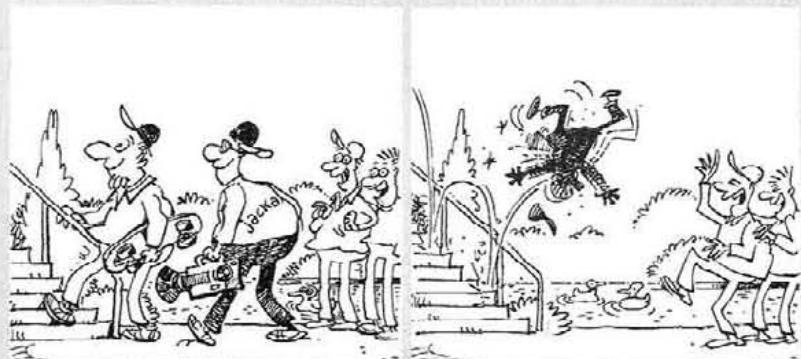
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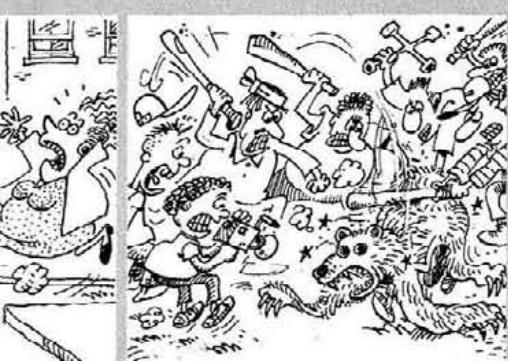
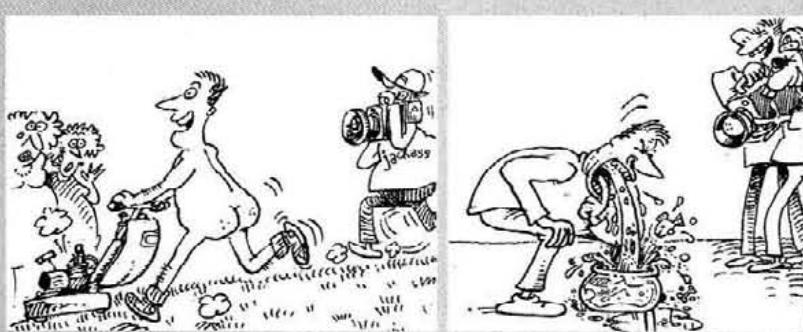
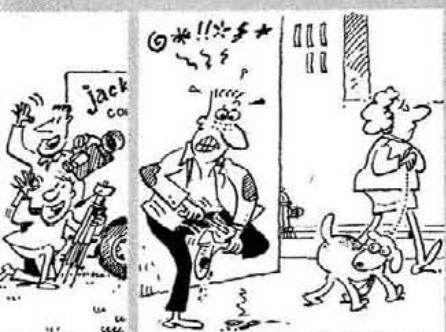
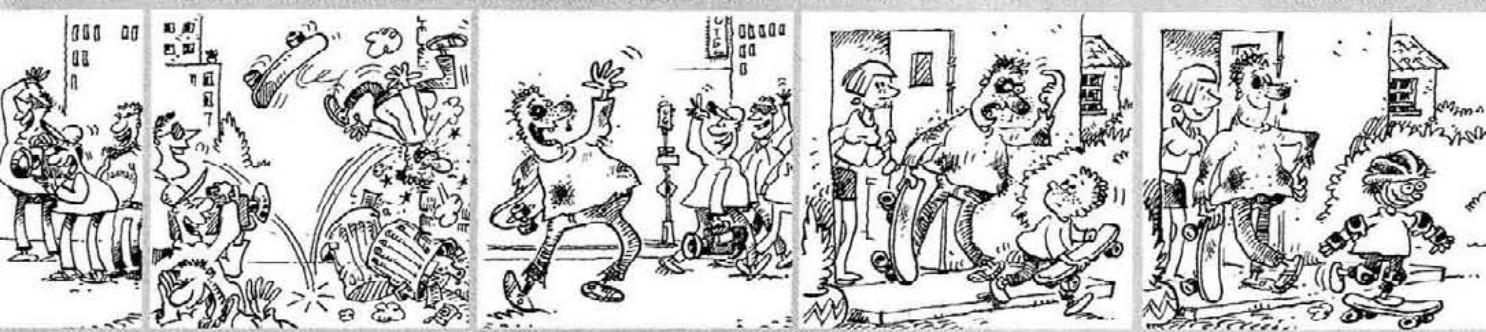


jackass

ARTIST AND WRITER: SERGIO ARAGNES









MATTEL IT LIKE IT IS DEPT.

Thanks to digitally-recorded voice chips that allow toys to "chat" with children, talking playthings have become the latest must-have kid's item! Unfortunately, the makers of these products limit their chatter to inane and improbable things like "Hi, I'm Pikachu" or "Big Bird likes to spell," ignoring the fact that today's hip kid demands nothing less than...

REALISTIC

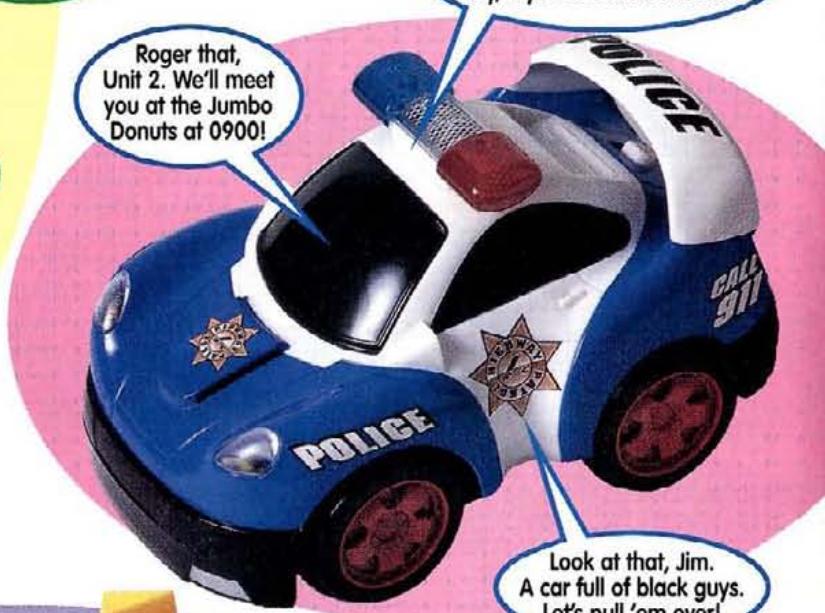


If you tickle me there, I'll have to report you!

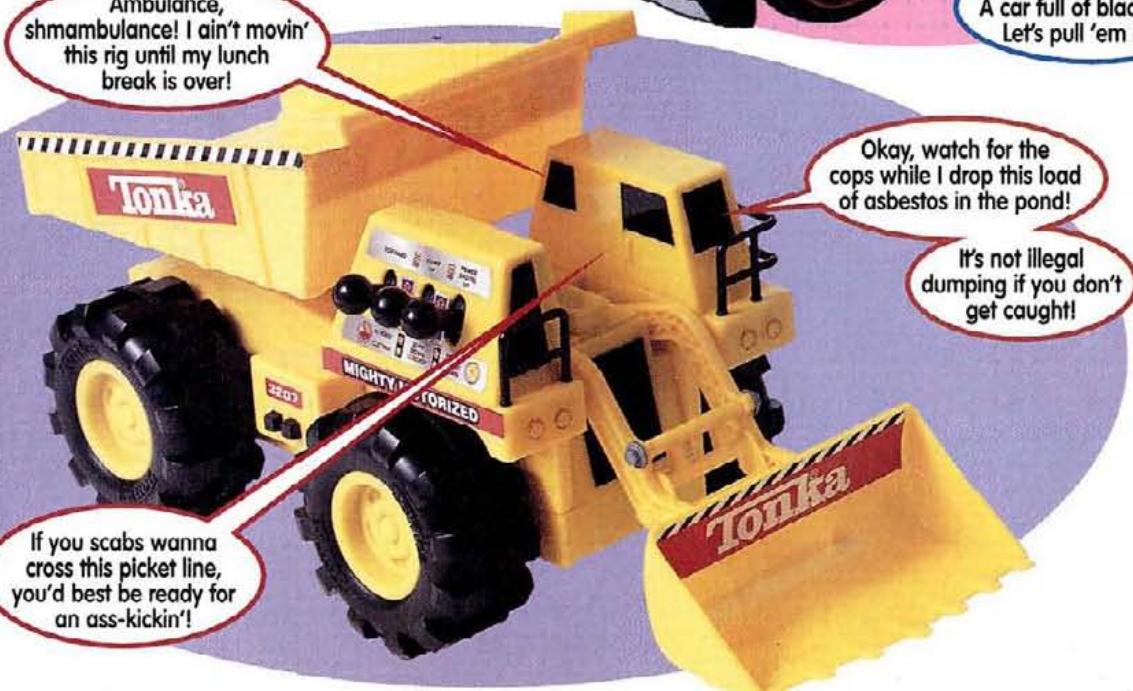
Last year you threw a tantrum to get me!

Now, I'm crammed under your freakin' bed!

Ambulance, shambulance! I ain't movin' this rig until my lunch break is over!



Look at that, Jim. A car full of black guys. Let's pull 'em over!



TALKING TOYS!!

PHOTOGRAPHER: IRVING SCHILD

WRITER: DARREN JOHNSON

LAX, we've got a hostage situation up here! Several armed terrorists have taken — AUUUUGGGHH!

Yes sir, I'm sure you have a valid complaint, so please stop urinating on the beverage cart and let's talk about it!

JUMBO JET

If the boy in seat 14D will kindly turn off his Game Boy, we'll regain computer navigation and get out of this tailspin!

Who threw that?

What are you kids smokin' back there?!

Put the gun down, Jimmy, and we can work it out...

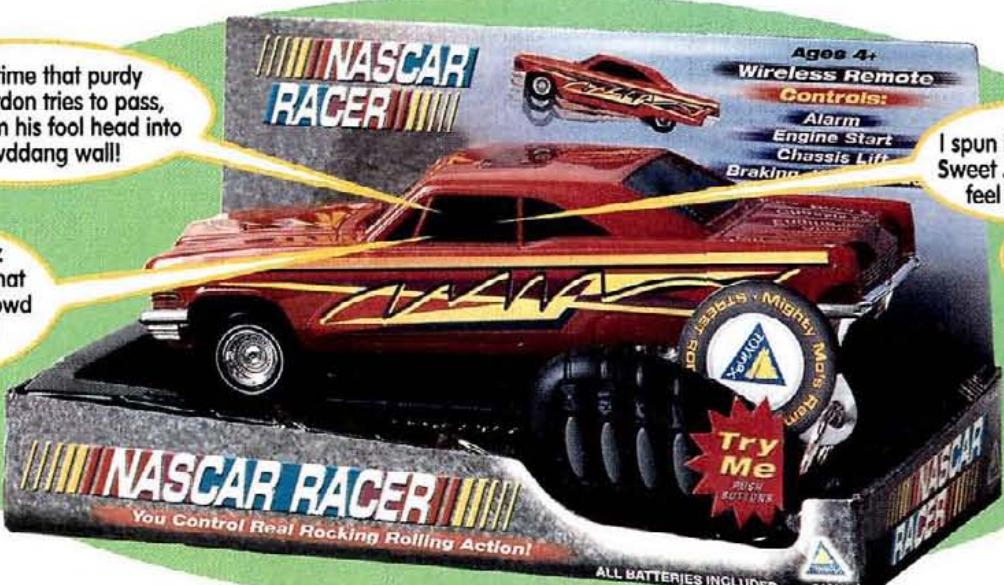
I served in 'Nam, damnit! I don't need this crap!

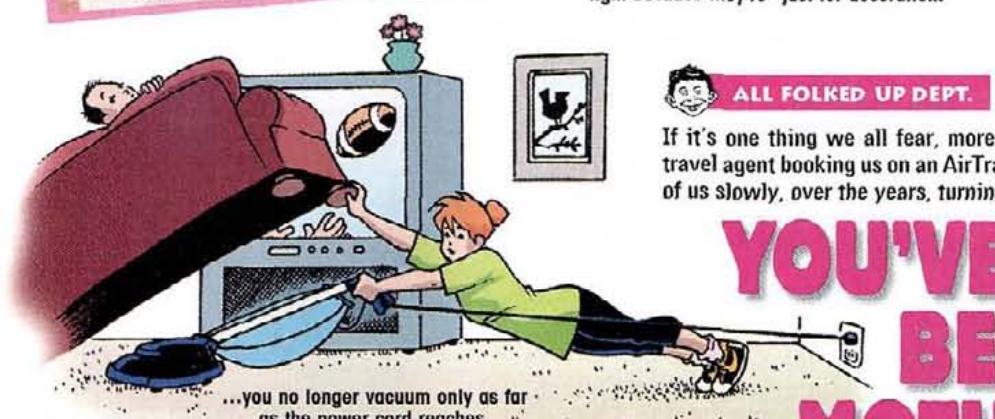
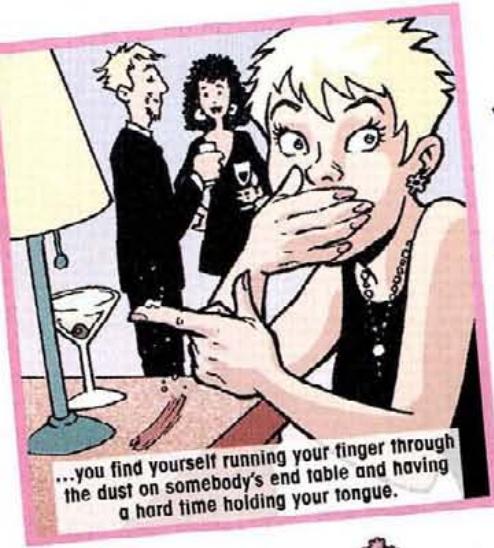
The next time that purdy boy Jeff Gordon tries to pass, I'm gonna ram his fool head into the gawddang wall!

Hey, Sparky, wuz that my rear axle that just flew into the crowd and decapitated that guy?

I spun into the wall! Sweet Jezus, I cain't feel mah legs!

Sumbuddy git the jawz o' life!

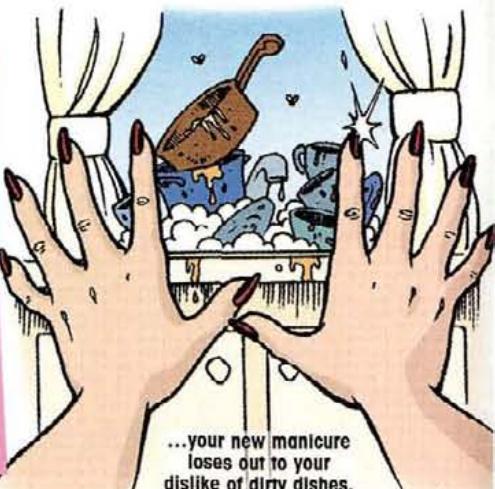
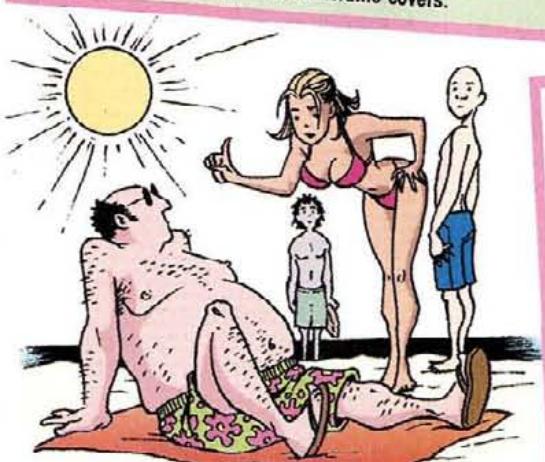
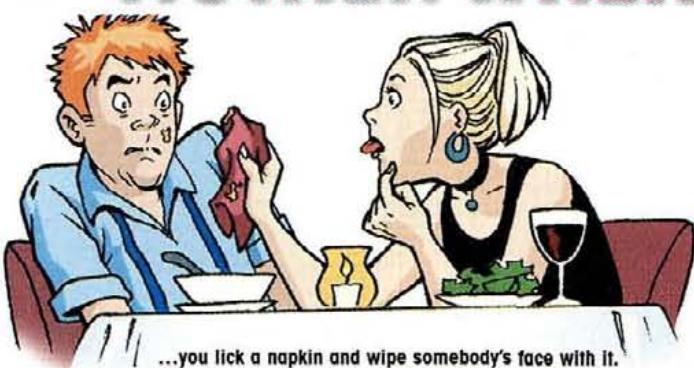




ALL FOLKED UP DEPT.

If it's one thing we all fear, more than accidental dismemberment, more than a travel agent booking us on an AirTran flight, more than death itself, it is the thought of us slowly, over the years, turning into our parents. Yet it seems that generation

YOU'VE OFFICIALLY BECOME YOUR MOTHER WHEN...

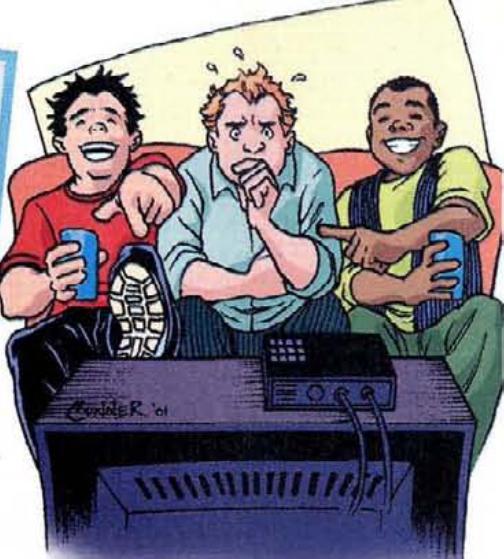




...your description of someone else's bedroom includes the phrase "hit by a tornado."



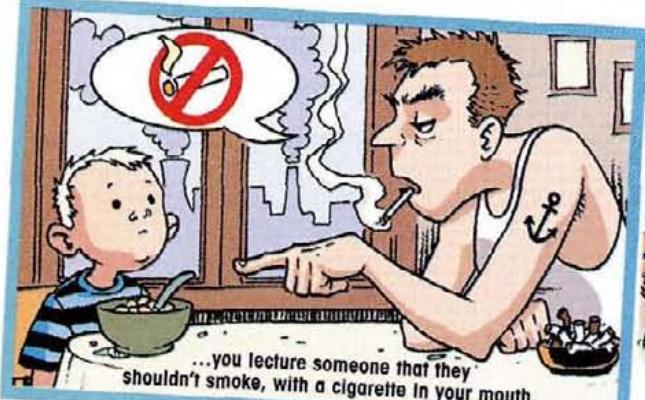
...you want a leaf blower for Christmas.



...you don't crack jokes when the *Today* show runs footage of Katie Couric's colonoscopy.

after generation, no matter how vigilant, eventually succumbs to this horrible fate. What can be done? Ultimately, not much. But you can postpone the ugly day as long as possible by being on the lookout for these telltale warning signs...

YOU'VE OFFICIALLY BECOME YOUR FATHER WHEN...



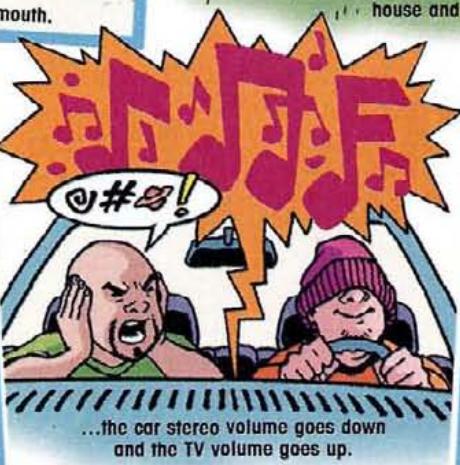
...you lecture someone that they shouldn't smoke, with a cigarette in your mouth.



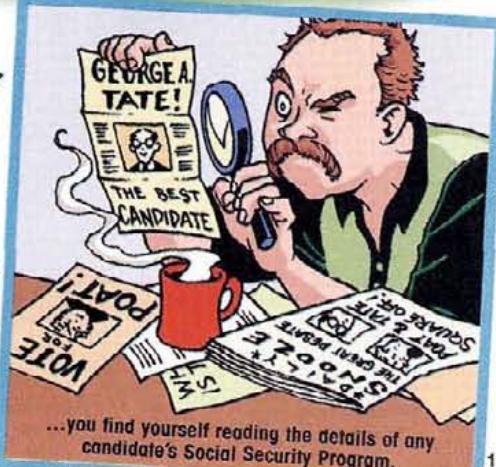
...you cut that little stretch of grass that borders your house and your neighbor's without being asked.



...you let somebody else drive you — in your car.



...the car stereo volume goes down and the TV volume goes up.



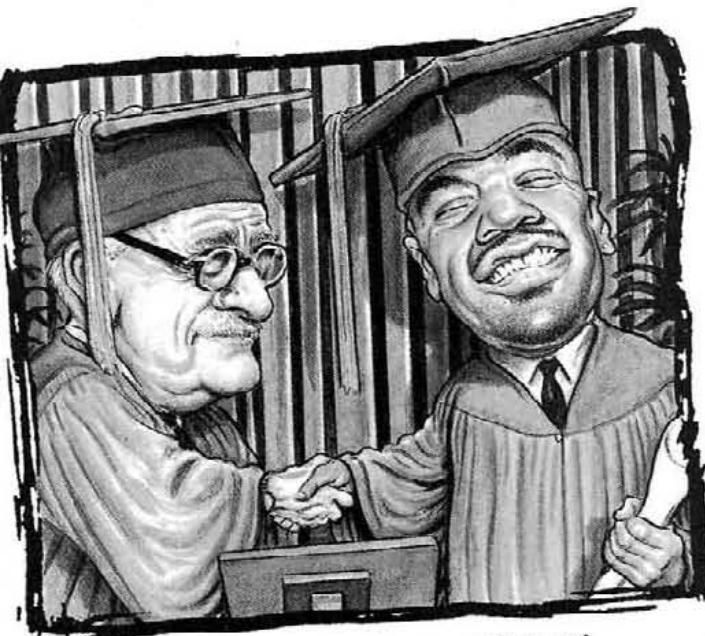
...you find yourself reading the details of any candidate's Social Security Program.



LITTLE PUN DEPT.

MAD has always had its finger up the pulse of popular music (so to speak). From Sinatra to Snoop Dogg, we've boldly prognosticated the next moves of the industry's biggest stars long before they made them! For example, er...well, nothing comes to mind right now. But trust us! Our finger remains steadfastly up the pulse, the very pulse to which we previously referred. Therefore, it is with great confidence that we announce our...

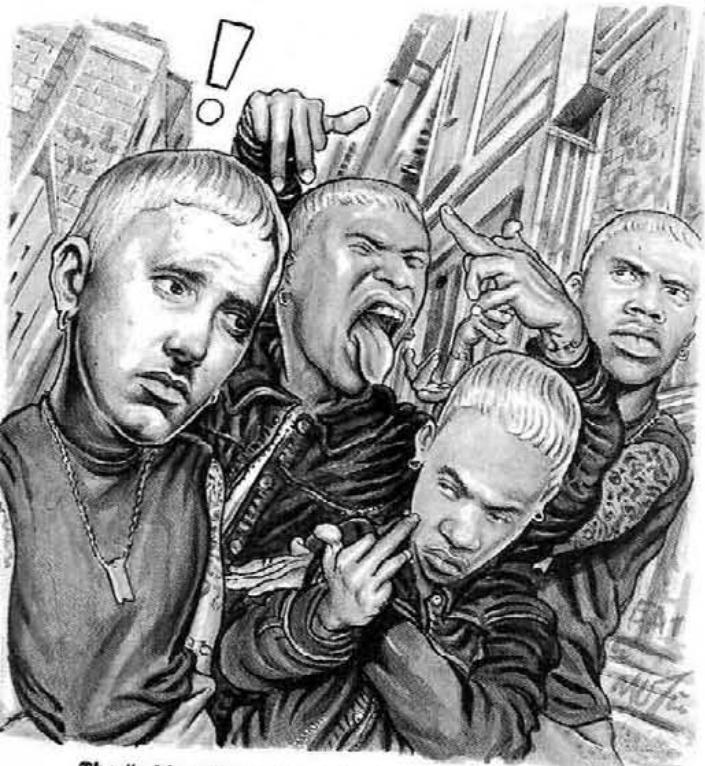
RAP MUSIC



Dr. Dre will receive an honorary Ph.D. and shall henceforth be known as "Dr. Dr. Dre."



Jay-Z will attempt to write off all of his boozing, whoring and partying as a "Keepin' It Real" business deduction on his federal income taxes. The IRS will disallow the booze.



The "white kids acting black" trend will come full circle in a really disturbing way when black kids start acting like Eminem.



While making an ass print at Mann's Chinese Theatre, Lil' Kim will defiantly reject criticism that her act is "nothing but T&A."

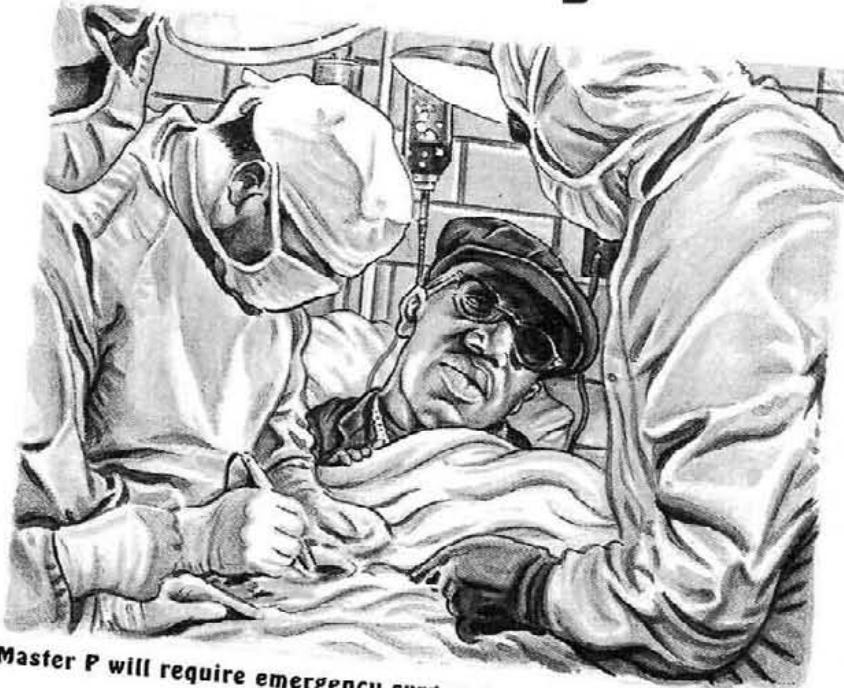
PREDICTIONS for the Coming Year

ARTIST: DREW FRIEDMAN

WRITER: ARIE KAPLAN



Will Smith will realize he's totally sold out when, at a product licensing meeting with his "peeps," he approves a Bagger Vance lawn jockey.



Master P will require emergency surgery to repair a "fractured dilly-o."



Method Man of Wu-Tang Clan will be shot to death in a turf war while fighting with Busta Rhymes of the Flipmode Squad over who's "the better paranoid superhero rap group with quasi-mythological overtones and delusions of grandeur."

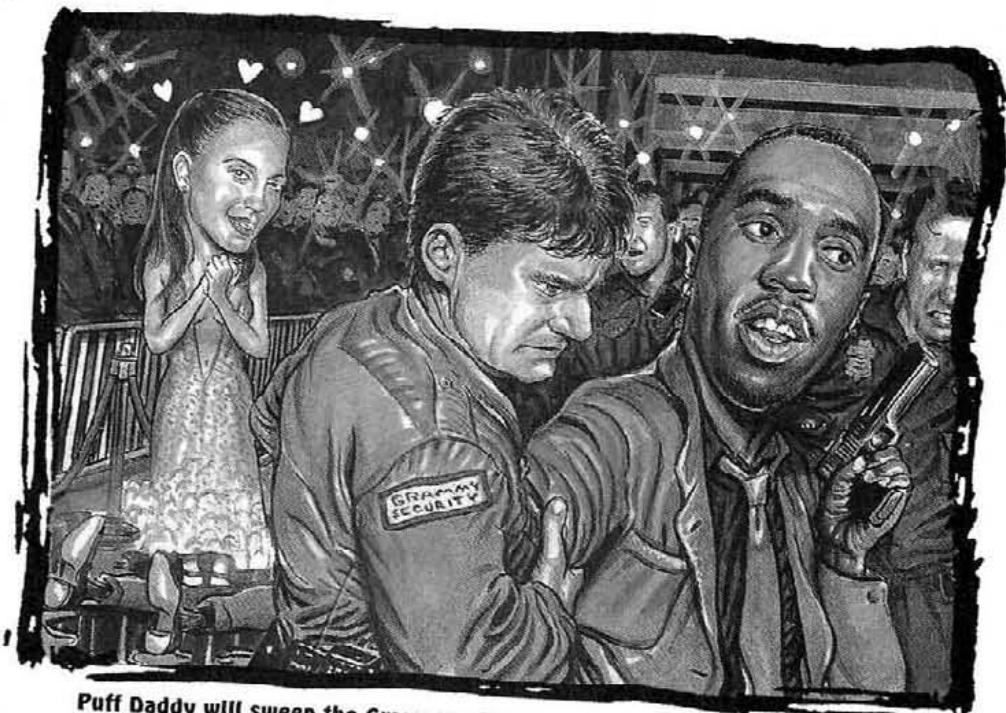
RAP MUSIC PREDICTIONS for the Coming Year



After the Cash Money Millionaires declare bankruptcy, a judge will order the group to raise money to pay off their creditors by melting down and selling their gold teeth. They'll fall one molar short of solvency.



At a Sotheby's auction, Snoop Dogg will buy Louis Armstrong's trumpet for \$350,000 and display the historic instrument in his palatial mansion, where members of his posse will promptly turn it into an off-the-hook bong.

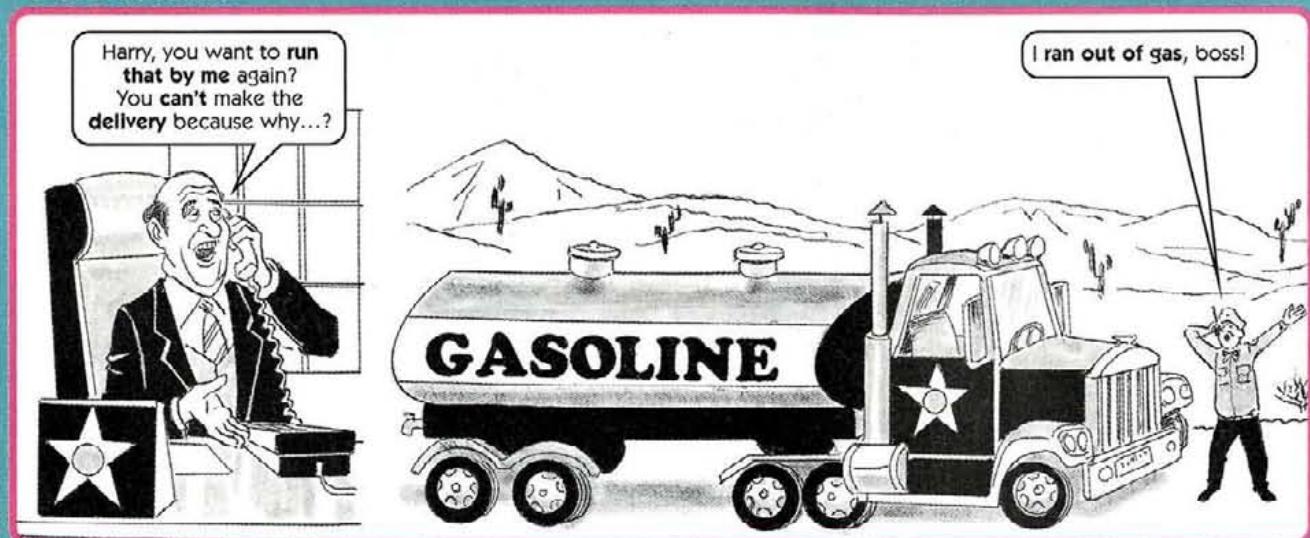


Puff Daddy will sweep the Grammys; however, during his acceptance speech, he'll obnoxiously sample Sting's acceptance speech from 1983, then demand an extra Grammy in honor of Biggie, and will finally be escorted out after shooting a backup dancer for making eye contact with Jennifer Lopez.

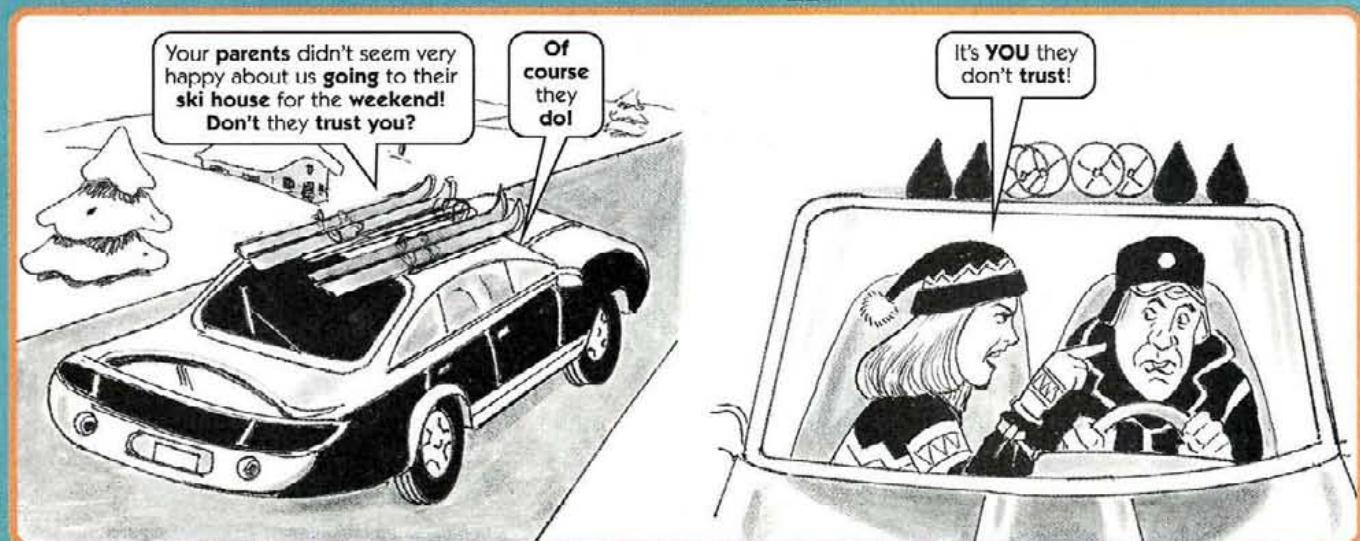
THE LIGHTER SIDE OF...

MISTAKES

ARTIST AND WRITER: DAVE BERG

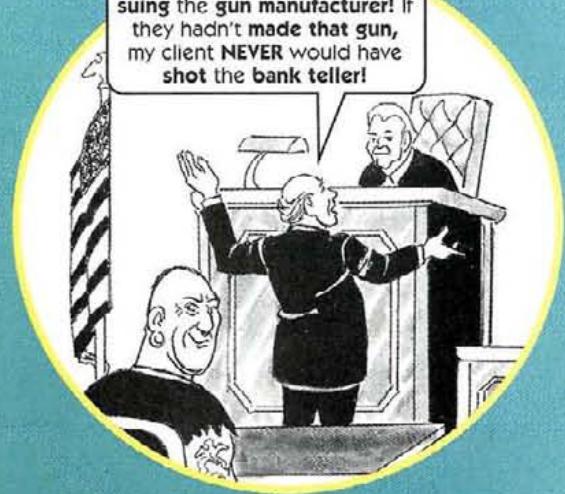


APPROVAL



JUSTICE

Your Honor, my client is not **Guilty**! Furthermore, we are suing the **gun manufacturer**! If they hadn't made that gun, my client **NEVER** would have shot the bank teller!



AMBITION



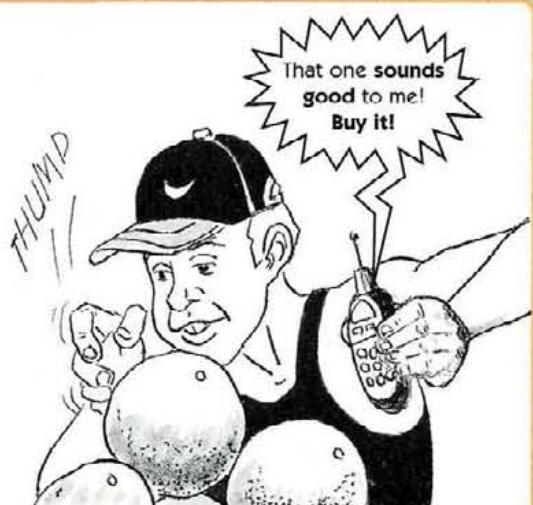
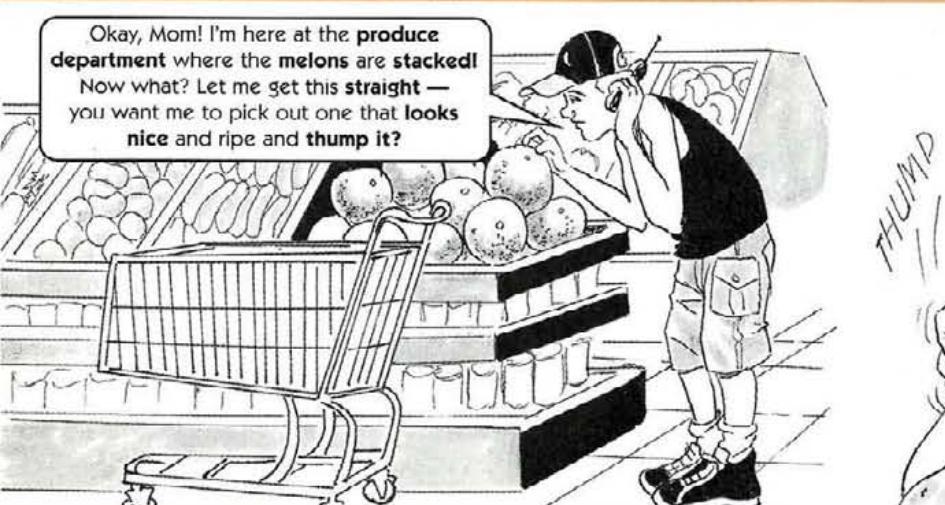
PHILOSOPHY



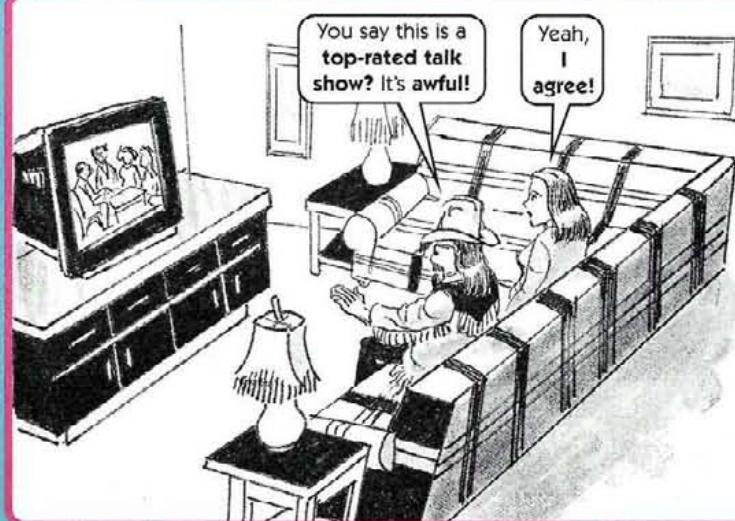
POLITICS



TECHNOLOGY



ENTERTAINMENT



THERAPY



NEATNESS



THE OFFICE



TRADEOFFS

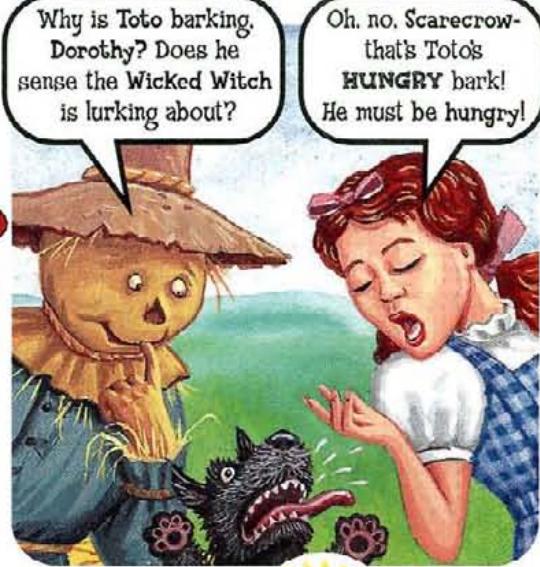


DOCTORS



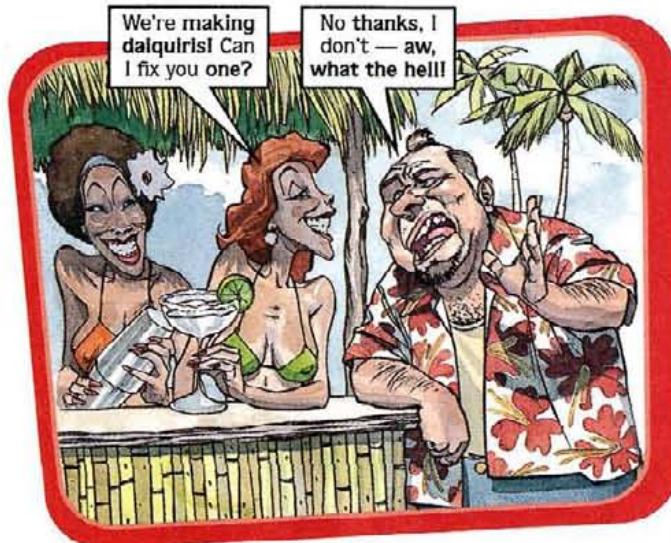


One Fine Day along the Yellow Brick Road



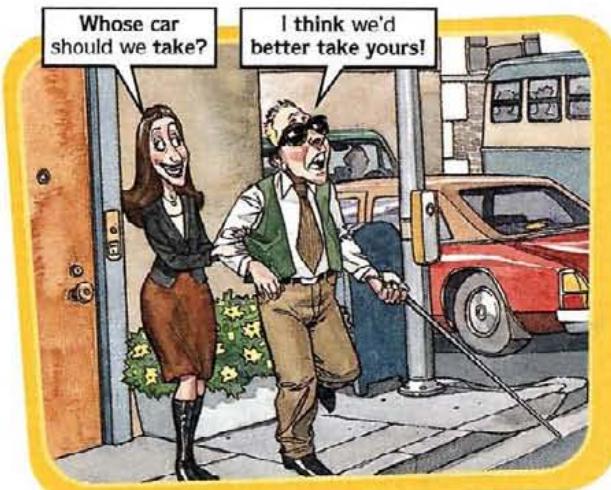


It's been said that imitation is the sincerest form of flattery. In television, however, it's the sincerest form of not having an original idea and stealing someone else's! Never has this been more painfully obvious than in the dreadful glut of reality TV shows the networks are currently serving up. But as hard as it is to believe, the networks do in fact have standards, and for every crappy reality show that's on the air, there are dozens (if not hundreds!) of even crappier ones that you never hear about, like these...

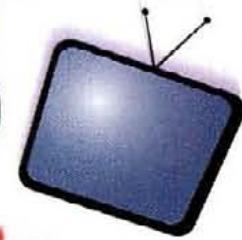


The 2000 House

Travel back in time with PBS's *The 2000 House*, which "transports" a modern family back to life the way it was in the year 2000. Part documentary, part fantasy, this new series offers an eye-opening account of how the typical American family really lived at the turn of the century. Viewers will reflect on how scientific and technological advances have changed our lives since December, and how life was simpler and easier before the economy took a serious nosedive and it was no problem downloading copyrighted songs off Napster.



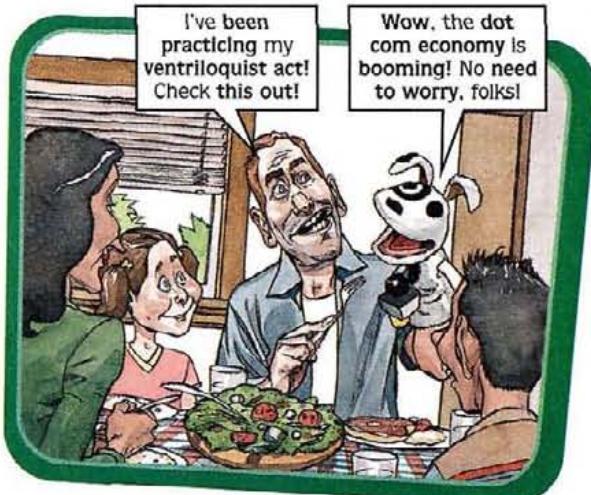
REJECTED REALITY TV SHOWS



Betty Ford's TEMPTATION Island

Twenty-six people with former substance abuse problems travel to a plush Caribbean rehabilitation center to test and explore the strength of their recoveries. The rehab facility employs a novel approach

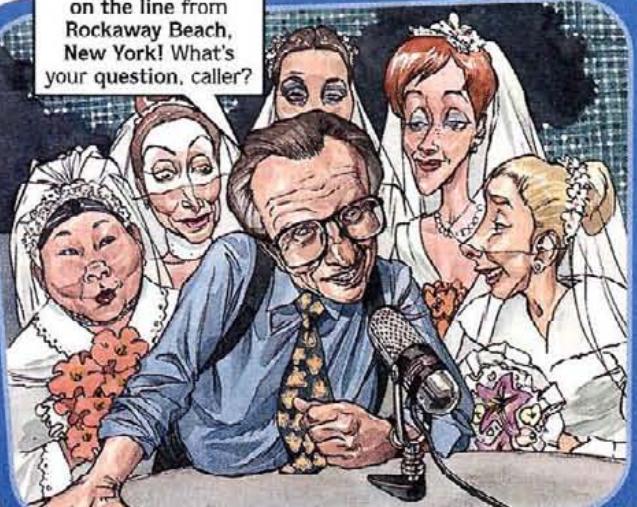
to treatment: drugs and alcohol are made easily accessible to patients, and "supervisors" are college co-eds enjoying a tropical spring break vacation! Can the contestants successfully navigate the waters of temptation and overcome their addictive personalities? Or, will they succumb to their old ways — you know, like Robert Downey Jr. and Matthew Perry?



Legally blind date

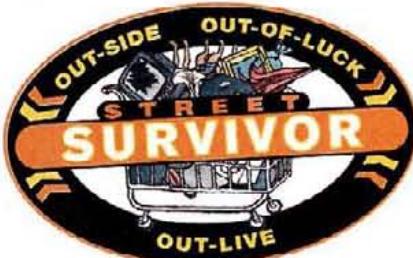
Two unattached strangers are brought together for a first date to be documented by a film crew. But there's a catch: one of the two is legally blind, and the other hasn't been warned in advance. The awkward pauses, faux pas, abject humiliation and very real potential for serious injury are complicated by the handicapped status of one of the participants. *Legally Blind Date*'s resident shrink, Therapist Joe, comments on what's happening during the date. (*Legally Blind Date* is closed-captioned for the hearing impaired.)

My third wife is on the line from Rockaway Beach, New York! What's your question, caller?

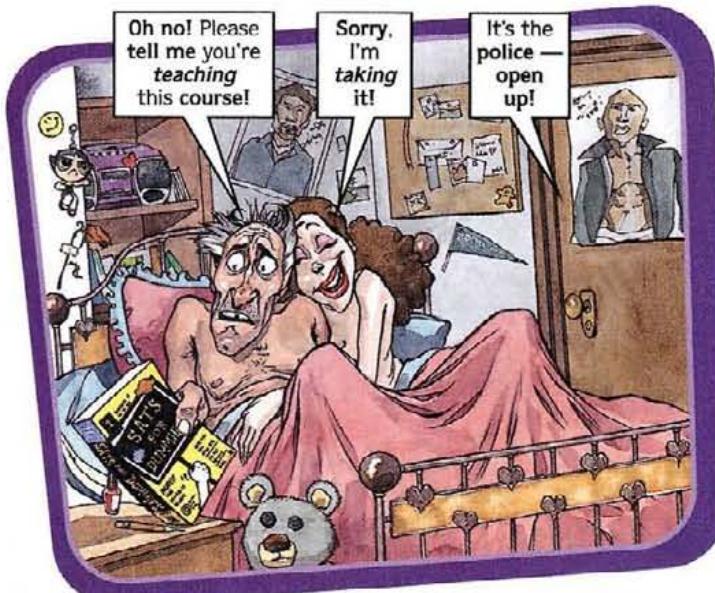
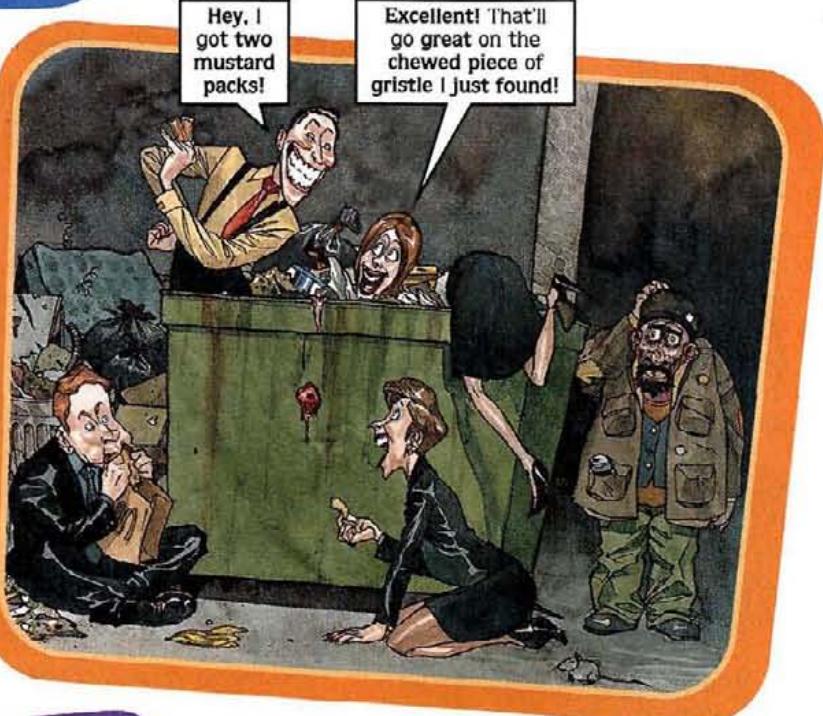


WHO WANTS TO MARRY LARRY KING?

Fifty desperate women try to impress CNN's Larry King enough to inspire an on-air proposal. King draws on experiences from his seven marriages (two to the same woman) to help narrow the field down to five lucky finalists, who dress up in wedding gowns for further humiliation. At the end of the special, King divorces his current wife to marry the winner, then has the marriage annulled and marries each runner-up. Also, King interviews three Nobel scientists on the destructive power of nuclear weapons and the ever-growing threat of nuclear annihilation, plus special guest Heather Locklear.



Sixteen Yuppies give up all their worldly possessions and are thrust onto the mean streets of New York as homeless people. Contestants compete in a grueling battle of endurance, facing challenges such as "Beg For Change," "Eat Stale Bread Out Of A Dumpster" and "Urinate In Public." Each week, they gather in an abandoned subway tunnel for Tribal Council and whoever doesn't show up is presumed dead from starvation, frostbite or disease. Dead contestants are eliminated from future episodes, and the cast peters out until only one bedraggled societal dropout is left to claim the grand prize — a hot meal and a bed for one night! Unlike the original *Survivor*, in this show the rats eat the people!



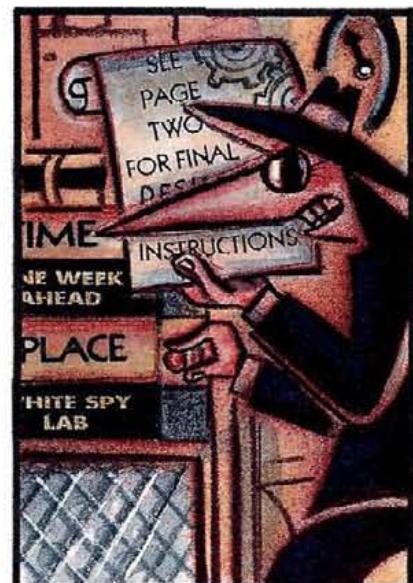
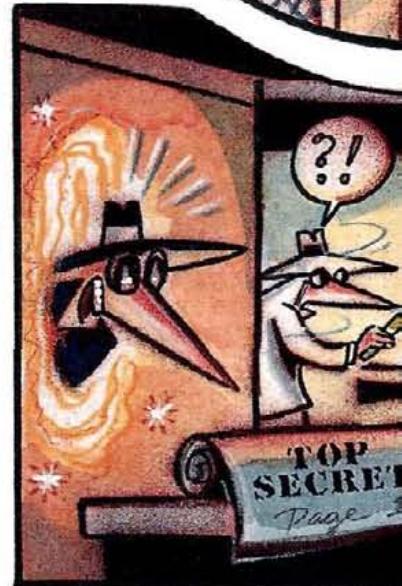
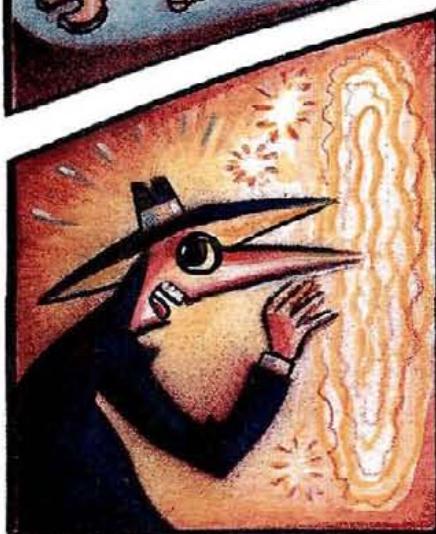
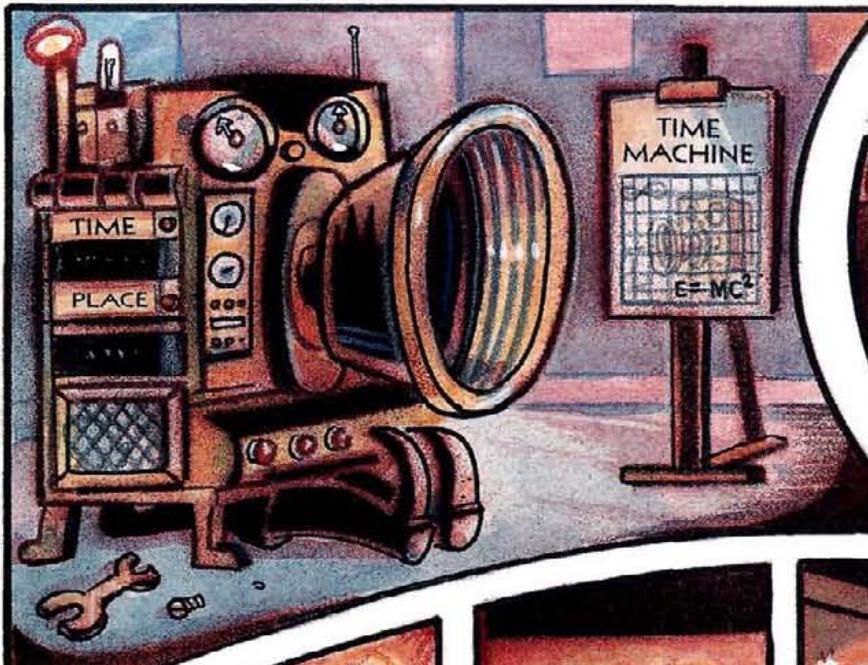
JAIL Bait

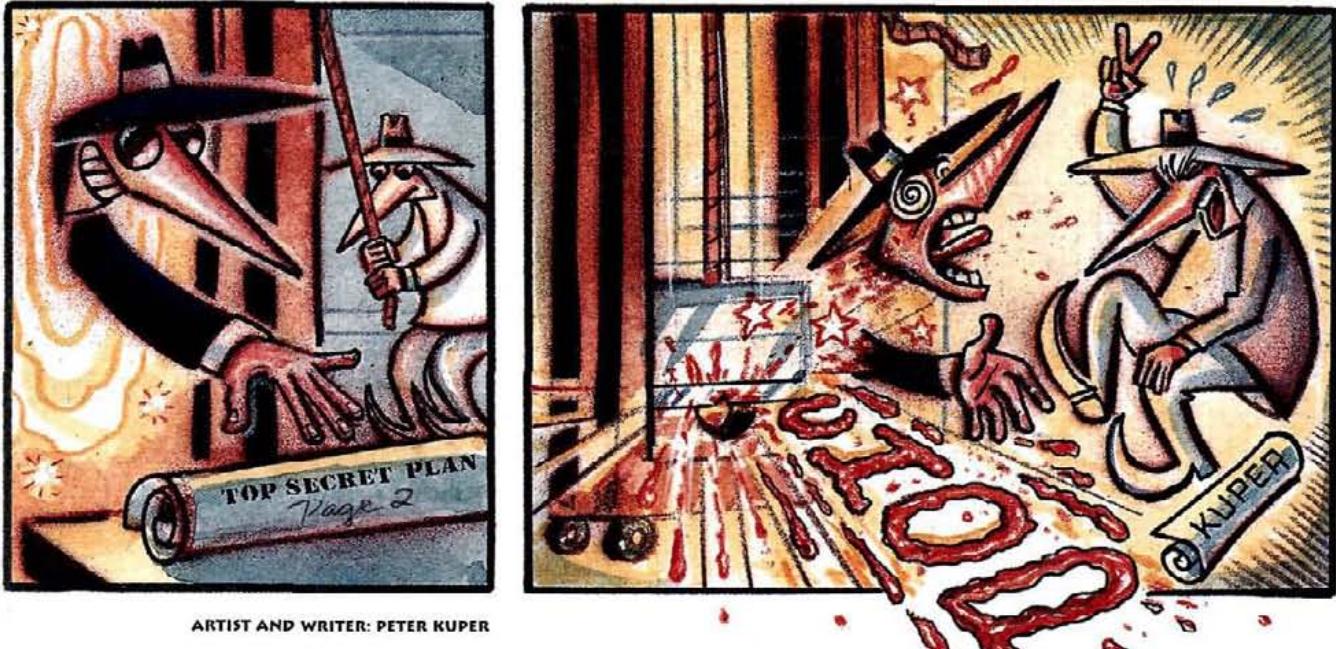
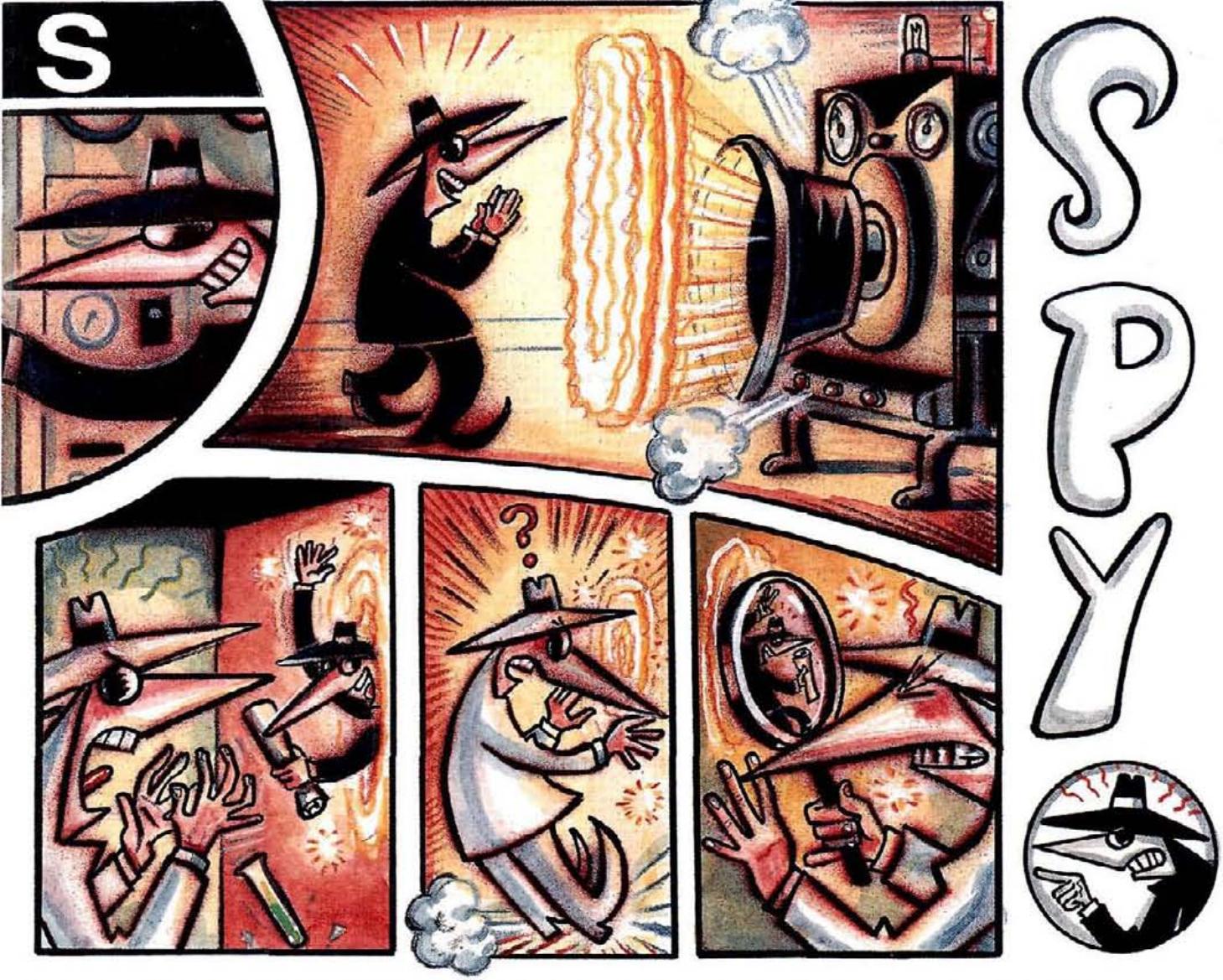
Over the course of three nights, a male contestant dates three lovely, promiscuous single women. All three stunners are dead-set on showing him a very good time, but there's a catch — one of these temptresses is only 16 years old! Can the contestant correctly identify which young lady is just a little too young? Will he still fall prey to her considerable wiles and wind up doing time in prison? At the end of each episode, a sheriff's deputy reads off the women's birth dates — and if necessary, the Miranda warning!



JOKES AND DAGGERS DEPT.

S
P
Y





There's nothing as pure and sacred to a boy as cable television. It's there he can escape into the fun-filled world of lunatics with camcorders! It's...

Monroe and...



"JACKASS"

ARTIST: BILL WRAY

WRITER: ANTHONY BARBIERI





A recent poll of MAD readers revealed that more single men aged 18-34 buy this magazine than watch the Super Bowl, Nascar racing and WWF wrestling COMBINED! (We also think our pollster was off by half a dozen decimal places, but that's another story!) We mulled over these statistics and realized the group most eager to reach this vast audience of single men were single, desperate women! Therefore, as a service to our young, masculine, bursting-with-testosterone readership, we present a new feature...

PERSONALS GALLERY



AGNES 27-year-old placebo addict seeks man who will dress in a Ronald McDonald outfit and read me knock-knock jokes in Urdu. Serious inquiries only. BOX 519



TAMEKO I live in Thailand, but I learn much about America from TV and movies. Seek man to share car chases, fool animated coyotes and save planet from strange-looking, hostile aliens. BOX 555



KARRYL Lonely widow seeks caring, mature man. Of course, you can never take the place of my departed husband. Not in a million years. What a great man he was. Truly a man among man. And oh, the times we had together! On second thought, never mind. BOX 187

ROSALINDA Obsessive-compulsive beauty, 25, with lots of love to give between hand-washings. I wash my hands 250 times a day. Always with the freakin' hand-washing. Can you possibly forgive me for all the evil I have done? BOX 743



ANNANINA I'm a busty college student majoring in lust! (With a minor in hydroelectric engineering.) This is an actual recent photo (of some other woman). BOX 234



ALBA Professional mind-reader. I'm looking for an intelligent man who — hey, get that filthy thought out of your head, pervert! BOX 218



CANTATA I'm discerning and choosy with discriminating tastes. Desperate for anything with a "Y" chromosome for long or short-term relationship. Vices and bad personality okay. BOX 916

PERSONAL OF THE MONTH

MAD'S PHOTO PERSONALS GALLERY

MONICA Okay, okay, so my name's Monica. So what? I didn't choose it, and I shouldn't be held accountable for what other women with the same name do, all right? I'm tired of all the stupid jokes and snide references. BOX 069 P.S.: And quit making fun of my box number!



ELYSSA I don't believe in rushing a relationship and want to take things slow. Unless I'm really in a hurry myself. Which, come to think of it, I am most of the time. I'm a busy woman, and I can't waste valuable minutes. So write me now. Hurry! I don't have all day! Sorry, too late! BOX 836



ASTRID I'm looking for a cute, honest man who can make me laugh — which shouldn't be too difficult for you, considering the massive amount of anti-depressants I take. BOX 550



NANCY Department store mannequin, seeks friend to bring me to life, like in that old *Twilight Zone* episode, or that really bad movie with Kim Cattrall. BOX 436



MARLENA 26, 6'2", 120 lbs. I am a quiet, sweet caring person, unlike my scary alter ego, Sondra. I swear, that evil bitch never shuts up. BOX 104



VERONIQUE I'm 24, with measurements a luscious 33-24-36. I also have long blond hair, a firm body and love to party. But that's off the point. My dog ran away, and I really want him back. He's a black Labrador, lost March 12th, and answers to the name "Dippy." Just wait until you see your reward, baby! (It's \$20.) BOX 577

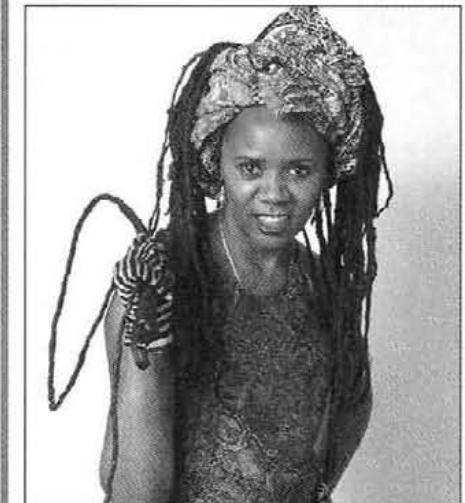
KIARA If you're looking for a petite brunette mortician/ba-keeper who lives in a trailer park, I'm your dream come true! I'm a non-smoking, non-drinking vegan (except for the occasional dolphin-taco platter). BOX 119



KALIMARI I'm very feminine, petite, enjoy wearing lacy lingerie, 3 months pregnant. Seeking man with similar attributes. BOX 429



PERSONAL OF THE MONTH



THALIA
I will take you on the absolute wildest ride of your life! So wild that you will get nauseous and vomit all over yourself! BOX 967

TOOTIE 34, adult film star. Not that I star in adult films, only that I was a film star while an adult, mostly in those stupid corporate training films. "Adult film star" is therefore grammatically correct if you think about it, if you haven't already moved on to the next ad, which you probably have. BOX 445



PERSONAL OF THE MONTH



TERESA I'm a bright, high-energy people person. The left side of my face is red and swollen from the jai alai incident. Seek honest, humorous man who loves jai alai. BOX 257



MARGERY 5'9", 100 lbs. I have a 300+ IQ and \$40 billion in Swiss bank accounts. Inventor of the inside-the-egg-scrambler, discoverer of New World. Seeks honest man. BOX 447



KYLIE There once was a poet named Kylie... Whose limericks made people smiley... She'd get to line four, then walk out the door... Because I really lose interest in whatever it is I'm doing once my attention deficit disorder kicks in. Maybe that's why none of my relationships has lasted more than six months. BOX 851



SONDRA 26, 6'2", 120 lbs. I am an aggressive go-getter, unlike my wimpy alter ego, Marlena. I swear, that mousy chick is such a dweeb. BOX 104



MARIA-JUANITA 5'5", 115 lbs., college grad. I'm looking for a man to share my hobby of collecting potatoes shaped like other things. (I have one shaped like a yam!) BOX 907

WANDA I know EXACTLY what I want in a man. You must be 6'1", have blue eyes, red hair, a 17 1/2 inch neck, a cleft chin, a barely perceptible lisp and a middle initial that's a vowel. Do you have what it takes? Send note on 51/2" x 7 2/3" stationery ONLY! BOX 909



MARINA I'm a Russian citizen visiting the U.S. Looking for non-patriotic American man to share long walks, good times, military secrets and nuclear weapons technology. Divorced, vices O.K. BOX 918



HAZEL 24, gorgeous, loves soap operas. I'm looking for an open-minded man, 35-50, preferably a doctor with a dark secret in his past. Must not have an evil twin, suffer from amnesia, or still seeing that bitchy sister of Grant's long-lost uncle. BOX 214



JOLYNDA Let me show you that I am more than just a royalty-free clip art image from the Corel Gallery Photo Library. BOX 607



TALANA I've led a miserable, poverty-filled life. Seek caring, patient man who will listen to my tragic story of personal pain and intense agony for hours on end every day. Enjoys volleyball and dancing. BOX 848

ZOMITA Recently divorced for tenth time. Seeking man who values loyalty, commitment and devotion above all else. BOX 38



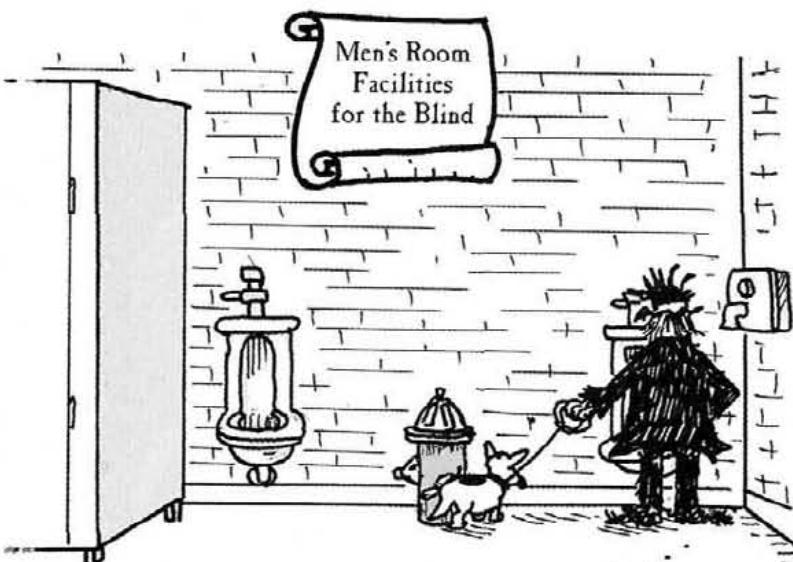
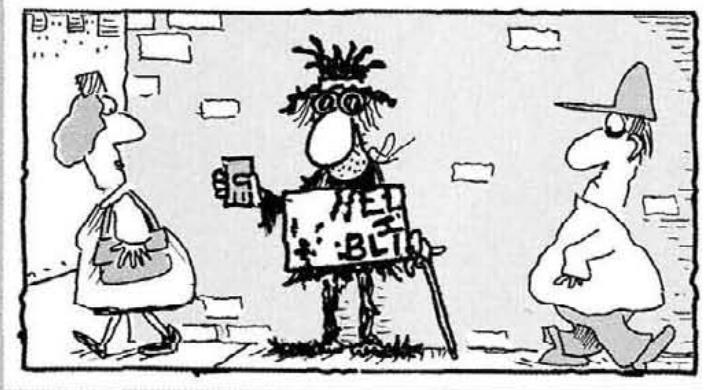


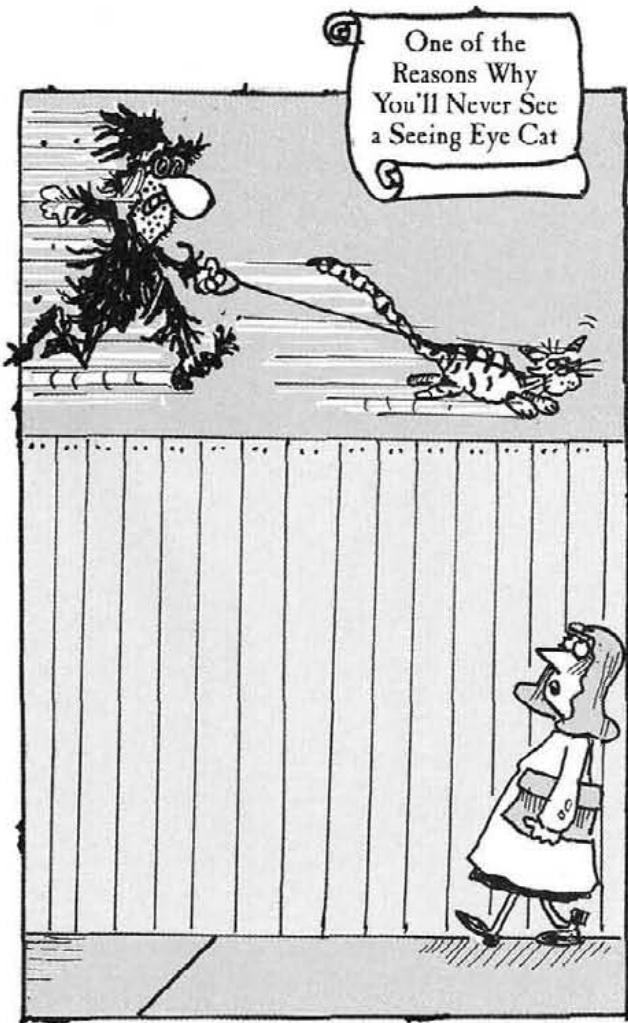
DUCK DROPPINGS DEPT.

BLIND MAN'S FLUFF



ARTIST AND WRITER: DUCK EDWING



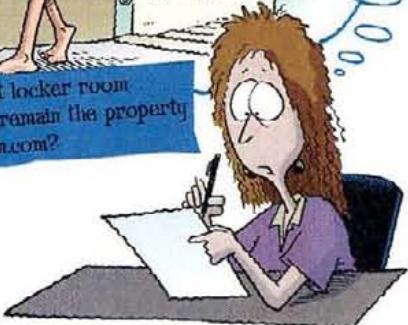
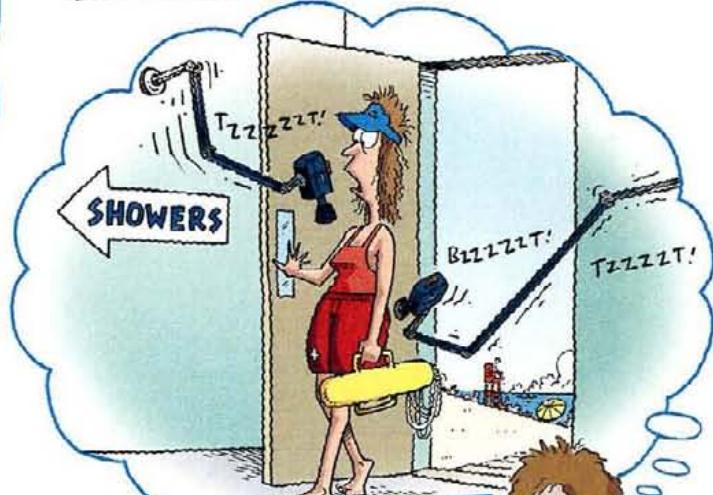
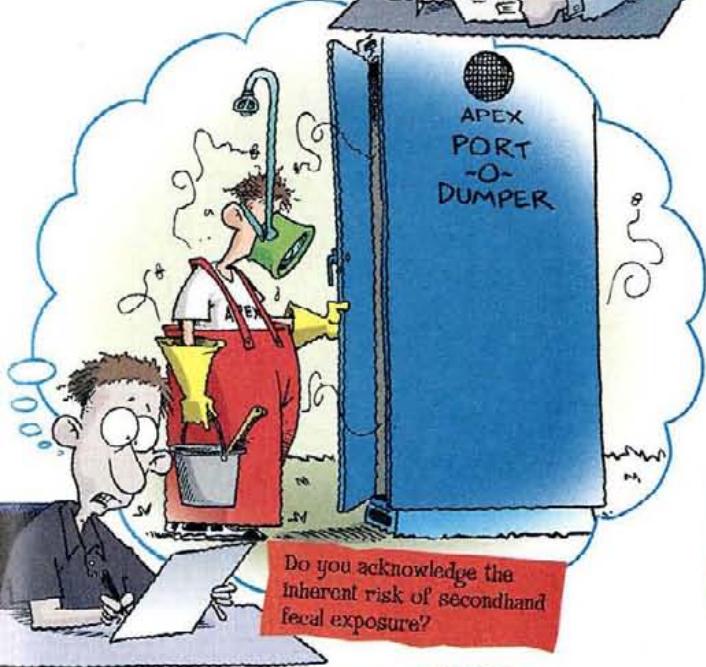
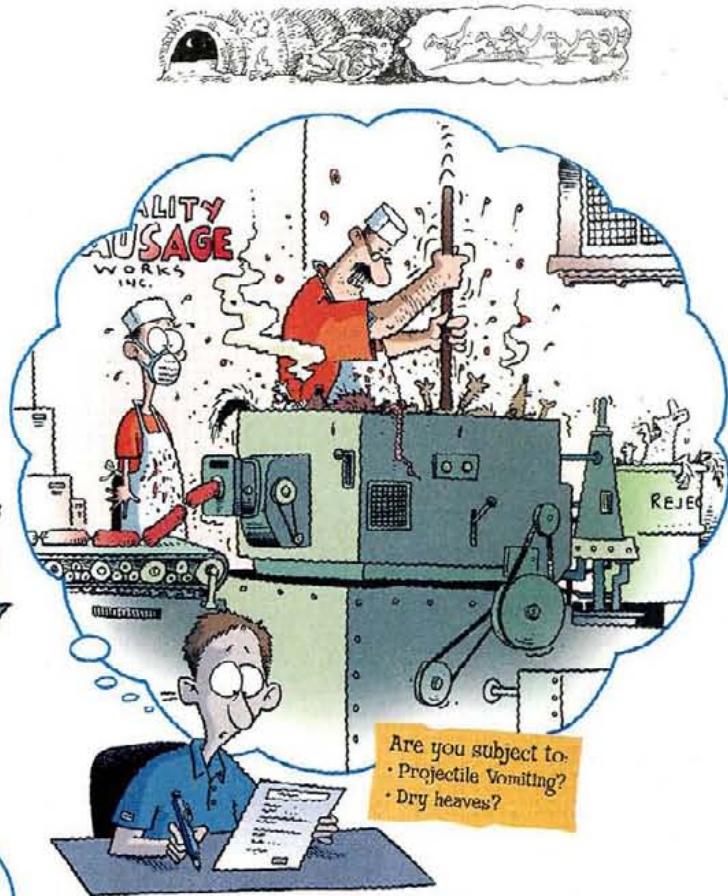


Ah, summer! Nothing to do but lay around all day having fun and living it up! Actually, summer hasn't been like that since the sixth grade! Now, if you want to live that carefree grade school lifestyle, you'd better get a job and get some money first. But to get a job, you have to apply – and that means you have to answer a bunch of excruciating questions. You'll quickly realize that "male/female?" is just the tip of the iceberg after you've seen...

Questions You Never Want to Be Asked on a

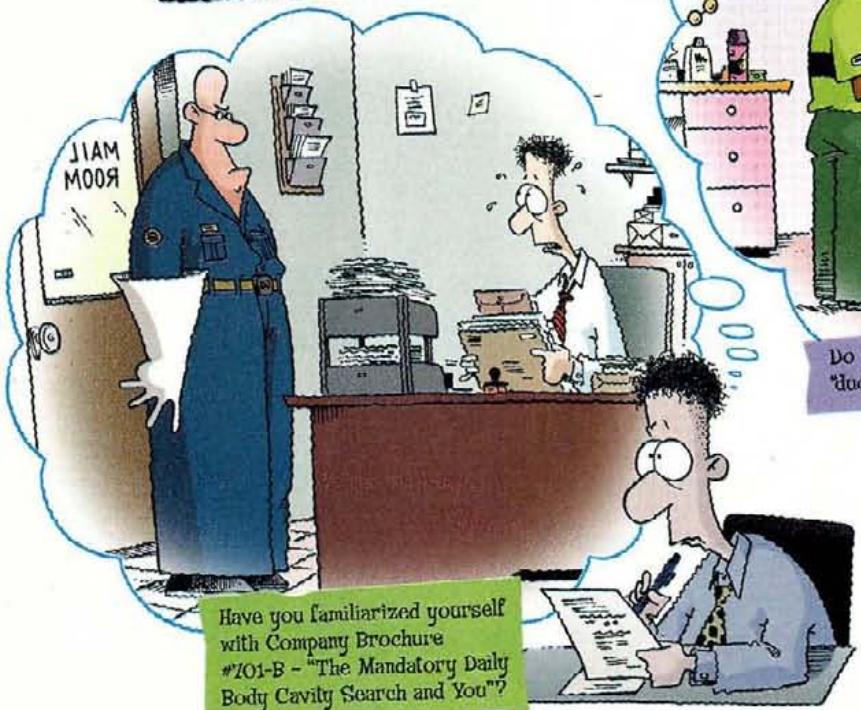
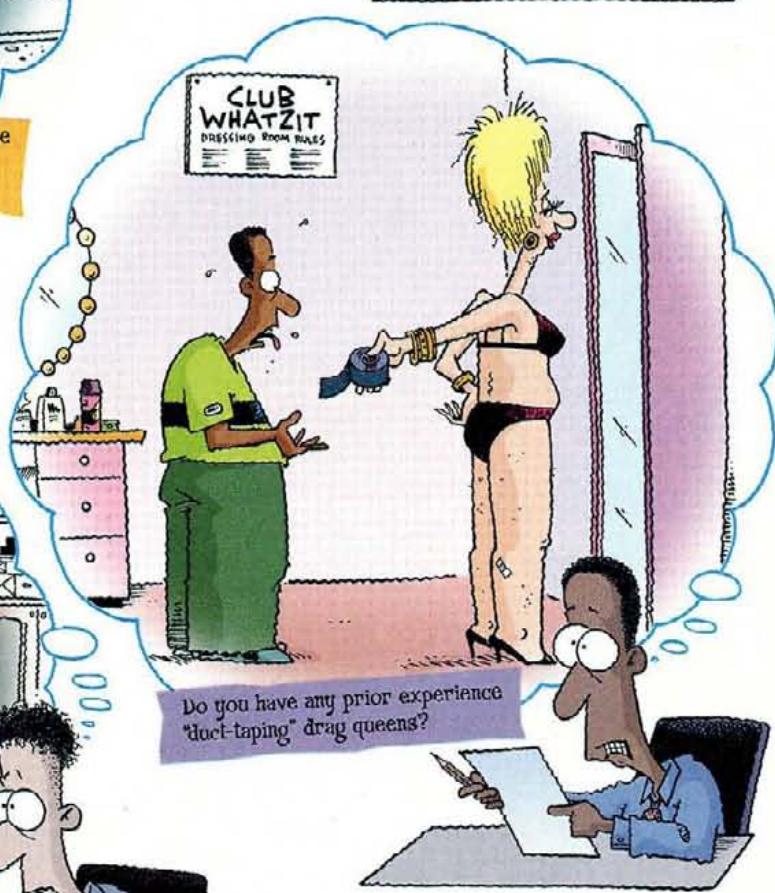
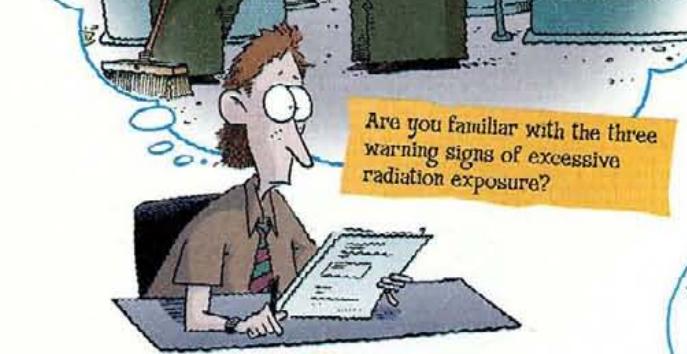
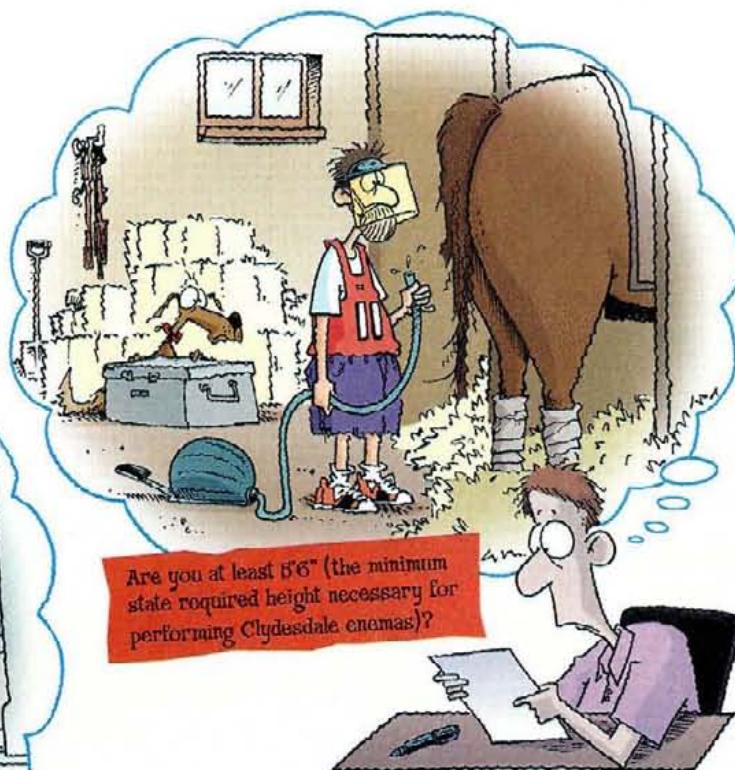
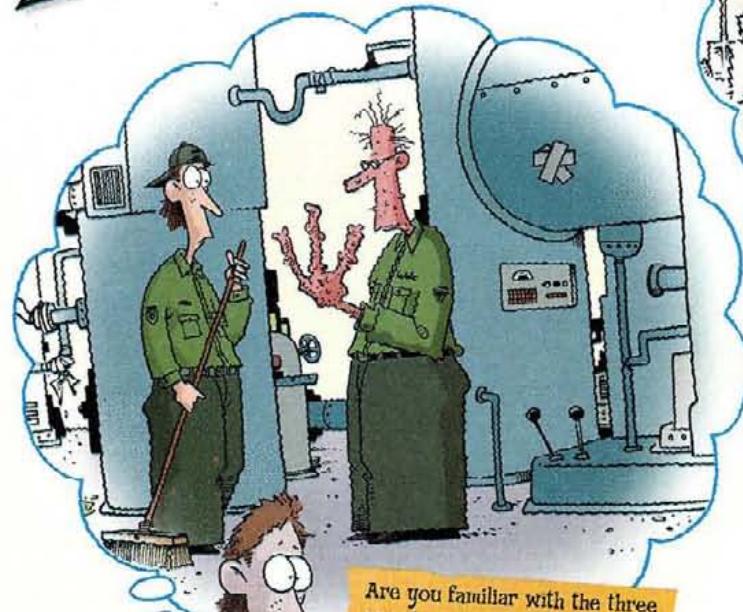
SUMMER JOB APPLICATION





Questions You Never
Want to Be Asked on a

SUMMER JOB APPLICATION





What do you do when a beloved family member gets too old to live at home? Well, you could just plunk 'em in a wheelchair and leave 'em at the local racetrack — but who needs the social stigma attached to abandoning a loved one at a place full of money-grubbing lowlife strangers? Especially when there's *another* place full of money-grubbing lowlife strangers where it's perfectly acceptable to park the old folks and forget 'em — namely, a nursing home! It's a difficult life transition, requiring extra sensitivity and caring. Which is why we're here to help with this handy reference tool...

MAD'S COMPLETE GUIDE TO SHIPPING YOUR AGING RELATIVE OFF TO A NURSING HOME

ARTIST: KEVIN POPE
WRITER: MIKE SNIDER

Advanced aging brings on behavioral changes. It is important to recognize some of the telltale signs that your loved one may be ready for a nursing home:



They keep forgetting things...like clothes.



You find them brushing their teeth with Preparation H — and they don't even have teeth anymore.



They're easily confused by mechanical instructions such as "On" and "Off."

MAD'S COMPLETE GUIDE TO SHIPPIING YOUR AGING RELATIVE OFF TO A NURSING HOME

When first dropping a loved one off at a nursing home, saying the right thing can make all the difference as to whether or not their experience gets off on the right foot. Here are some things not to say when you drop them off:

Once the decision has been made to place a loved one in a nursing home, it is of paramount importance to select a good, reputable facility. Here are some things to look for to tell a good nursing home from a bad one:



GOOD: If the first thing you see are the resident's colorful arts & crafts.



BAD: If the first thing you see are the resident's colorful bedsores.



Nursing home residents will expect you to visit them regularly. Busy schedules often make this impossible. How you tell a loved one you won't be visiting requires tact and gracefulness, none of which can be found in the following examples:

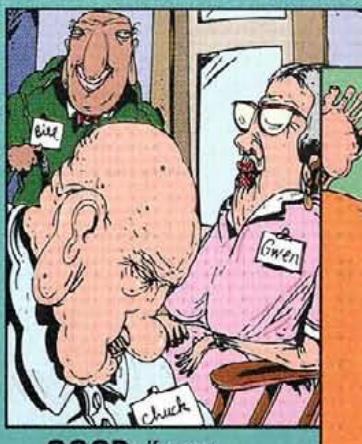




GOOD: If the physical activities include: dance, "Senior-obics," and shuffleboard.



BAD: If they're limited to: Falling down, breaking a hip, and lying there for three days.



GOOD: If every resident is prominently wearing a name tag.



BAD: If every resident is prominently wearing a toe tag.



When you do finally break down and visit a loved one, it is important that you do everything in your power to make sure the visit is smooth and pleasurable. Therefore, you'll probably want to avoid these nursing home faux pas:

...and this week, little Mandy learned to go potty on the toilet all by herself — just like you used to be able to do, Ma!



Don't call attention to a loved one's infirmities and incapacities.



Don't fiddle around with the tubes, catheters and bags attached to the resident — unless you're 100% positive what they're for.

Ha! You call that drooling?! Show 'em what you can do, Pop!



Don't engage in "one-upmanship" with other residents.

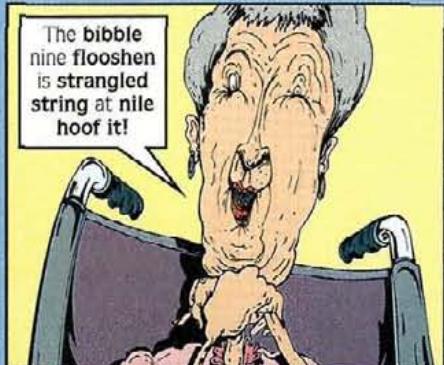
MAD'S COMPLETE GUIDE TO SHIPPING YOUR AGING RELATIVE OFF TO A NURSING HOME

Finally, if your aged loved one should happen to squirm out of going into a home after reading this article (because you left it lying out in the open, schmuck!)... be sure to look in a future issue for...

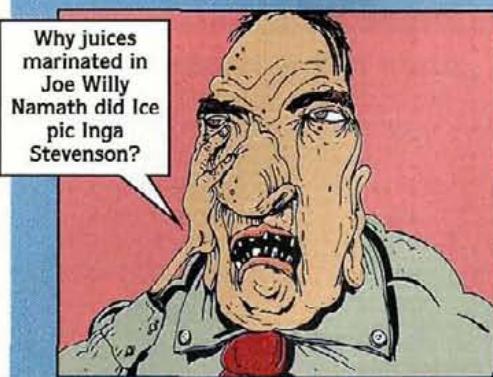
When visiting a loved one, it is often difficult to understand what they are saying to you. This is frequently caused by reactions to their medications, which cause them to talk gibberish. Or, it may be due to their lack of teeth. Or both. This handy chart should help you translate the most commonly uttered gibberish:



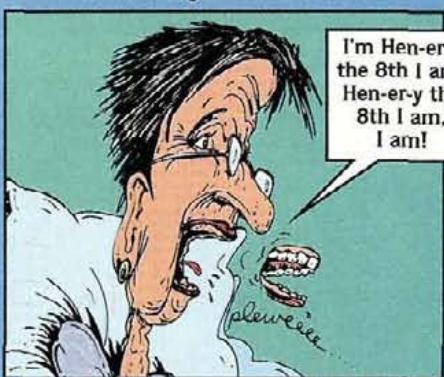
Translation: This is the thanks I get for raising you? May you rot in hell!



Translation: That big alde named "Bubba" does strange things to me at night...and I love it!



Translation: Why in Jesus, Mary and Joseph's name did I vote for Adlai Stevenson?!



Translation: I'm Hen-er-y the 8th I am! Hen-er-y the 8th I am, I am!

MAD'S COMPLETE GUIDE TO 101 METHODS OF "MERCY KILLING" THAT LOOK EXACTLY LIKE ACCIDENTS OR NATURAL CAUSES

ARTIST: KEVIN POPE
WRITER: JIMI SHIRKLE



1 The elderly are easily distracted.
Use this to your advantage.



2 Without warning, an idyllic stroll can turn tragic.



3 Don't underestimate the power of a single banana peel.



our new
calling plan
lets you call
coast to coast...*



(From the East Coast of Florida to the West Coast of Florida. Shaded areas excluded.)

SIGN UP TODAY AND RECEIVE 1,000 MINUTES!

AT&FEE Digital Disadvantage Plans

Calling Plan	Use Anytime Minutes	Bad Connection Minutes	Usable Only When You're Underground Or In A Tunnel Minutes	On Hold While Waiting To Talk To Customer Service Minutes	Total Minutes Per Month
Bonus Plan \$79.95	2	393	250	355	= 1,000
Super Bonus Plan \$119.95	2	393	250	355	= 1,000

Although both plans offer the same amount of minutes per month, subscribers to our Super Bonus Plan won't receive hourly calls from our sales department badgering them to upgrade to our Super Bonus Plan.

EXCLUSIVE! Here's something NO other wireless phone company offers! Find out how many minutes you have left in your calling plan by using your cell phone to connect with our automated computer. (Don't be surprised if the number of minutes you spend on hold are the exact number of minutes you had left in your calling plan!)

Our **FREE ANALYSIS** tells you whether or not your calling plan is the best for you! (And if it's not, our experts will tell you how to change your working hours, your sleep schedule, your social life and your vacation plans, so your calling plan fits better!)

For an **additional \$10 a month**, you can add Caller ID. (Highly recommended because you probably won't be able to recognize the caller's voice due to the constant static and interference that plague our system!)

For an **additional \$20 a month**, you can add Web Browsing to your cell phone. Imagine the excitement of watching long, scrolling web pages crawl slowly across your little cell phone screen, two or three words at a time, as they eat up your valuable minutes!

For an **additional \$15 a month**, we'll give you an annual \$100 rebate!!

A few words about cell phones and brain damage: Extensive studies show our cell phones **DO NOT** cause brain damage. Symptoms of brain damage include 1) Talking loudly for hours at a time about the most personal and private issues while riding public buses and trains. 2) Walking down the street so engrossed in a trivial conversation that you're oblivious to other pedestrians and oncoming traffic. 3) Driving at 75 mph on a freeway so distracted by meaningless chatter that you're a danger to everyone on the road and in your vehicle.



AT&FEE Wireless
YOUR WORLD. OUR PHONE LINES.

THIS IS IMPORTANT INFORMATION, but not SO important that we don't want to make it extremely difficult for you to read by putting it in a big block of minuscule type at the bottom of the page. Even if you're able to read this, there's no way you'll be able to read your bill, which is in even smaller type, except the part about how much you owe, which will be in very large type. Some plans require a \$100 non refundable activation fee or a \$100 non refundable de activation fee. Most plans, like ours, require both. Other vague charges apply. Local calls are defined as any call you make from a phone other than your cell phone. All calls made with your cell phone are billed at our long distance rates which are guaranteed to never be higher than those of all our competitors combined. 50% discount on all 4:30 a.m. calls to Guam. 50% surcharge added on other calls, except busy signals and no-answers which are subject to only a 40% surcharge. Night time rates apply during solar eclipses. Weekend rates apply during night time rates. Roaming fees are expensive, aren't they? Calls under one minute are rounded off to the nearest hour. If you sign up for our "ten year calling plan" and die before your final payment is due, DON'T WORRY! Your outstanding bills (along with threats of a lawsuit) will be automatically sent to your next of kin, just the kind of service you expect from AT&FEE!

A MAD
AD
PARODY

WRITER:
DICK DEBARTOLO

Here's the hot HBO series about four man-hungry Manhattan babes on the prowl. It's a comedy show and a suspense show. We don't know what's going to unravel first—the plot or their underwear! These women look like models but talk like hockey players! They call themselves sophisticated power chicks, but let's face it, they're basically nothing but...

SLUTS

I'm Catty Broadshow! I'm a sex columnist for a New York newspaper! I write about the *dating scene in Manhattan!* A statistic: There are 400,000 sex acts a day in New York! About 100,000 of them involve myself and my three friends!

I'm Slamantha Johns! I'm the most sex-crazed of the group! I'm HBO without the B in it! You do the math! I will @#%^&* a chair leg! I make Madonna look like the cast of *7th Heaven!* My mantra: been there, done him!

I'm Marimba Hopps! I'm an uptight lawyer! I'm about as much fun as a yeast infection! You, the MAD reader, will never know what I'm like in bed! But let me put it this way, right now I'm "faking" this intro!

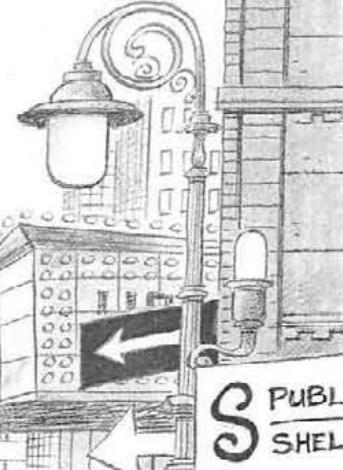
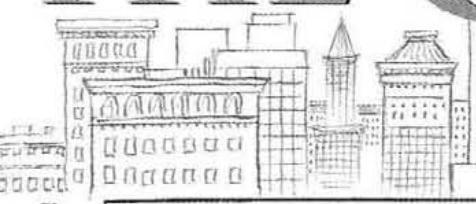
I'm Shallow Yorkie! I'm an art dealer! I'm the most prim of the group! When I use the "F" word it's things like "Flemish painter" and "Frame"! Our show has become a cult hit! I wouldn't be surprised to see us in the TV exhibit hall at the Smithsonian with Fonzie's jacket, Minnie Pearl's hat and Slamantha's diaphragm!



Hello! We're Mr. Biggie, Strive and Tripe! We're in and out of the show and the women in the show! On this series the traditional roles are reversed! We're the sex objects!

Me again! I forgot to mention that around here size does matter! The size of the TV audience! We'll do anything to get ratings! We'll get naked at the drop of a hat! In fact, that's episode 16! But I'm getting ahead of myself! I'll be doing the running narration — starting now!

IN THE CITY



When this series started three seasons ago, we dated all kinds of guys! They were sexy, exciting, but mainly they gave us what we desperately needed: occupations that lent themselves to double entendre sex jokes!

Slamantha was dating a hot fireman!

Marimba was hot and heavy with a dentist!

I'm carrying a torch for you!

Let me slide down your pole!

Will you be drilling me?

I can fill your cavity!

I will open wide!

Please rinse and spit!



When I wasn't involved with Mr. Biggie I was dating a stock broker!

Poor Shallow! She was seeing this terrific guy but she had to dump him!

Hmm... I see the market seems to be rising!

I'm a bull when you're bare! I like your asset allocation! But frankly, I'd have to rate your performance as "standard" and "poor"!

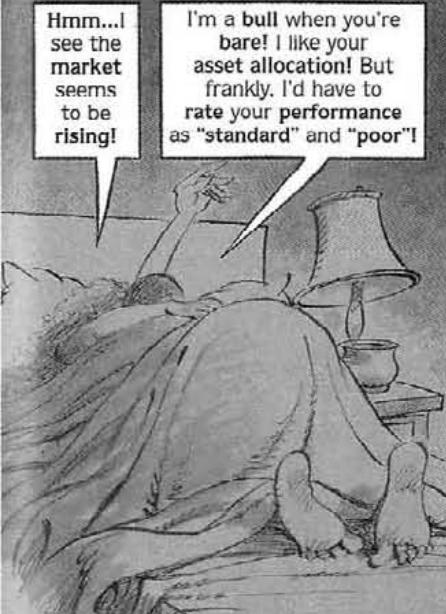
Brent, it's over! I can't see you anymore!

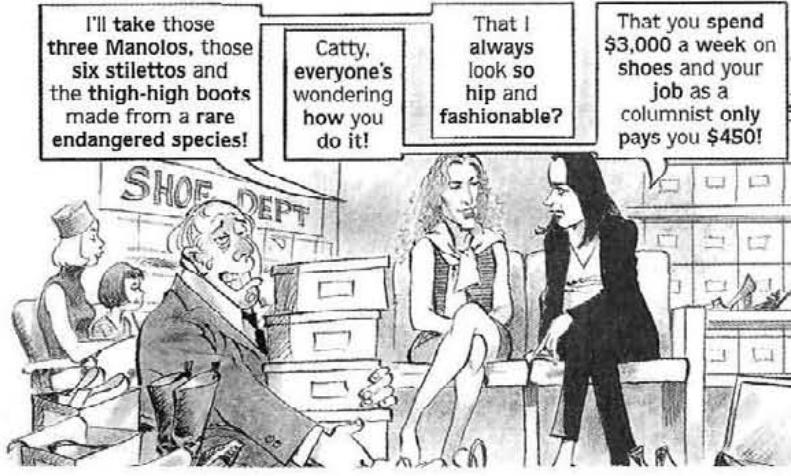
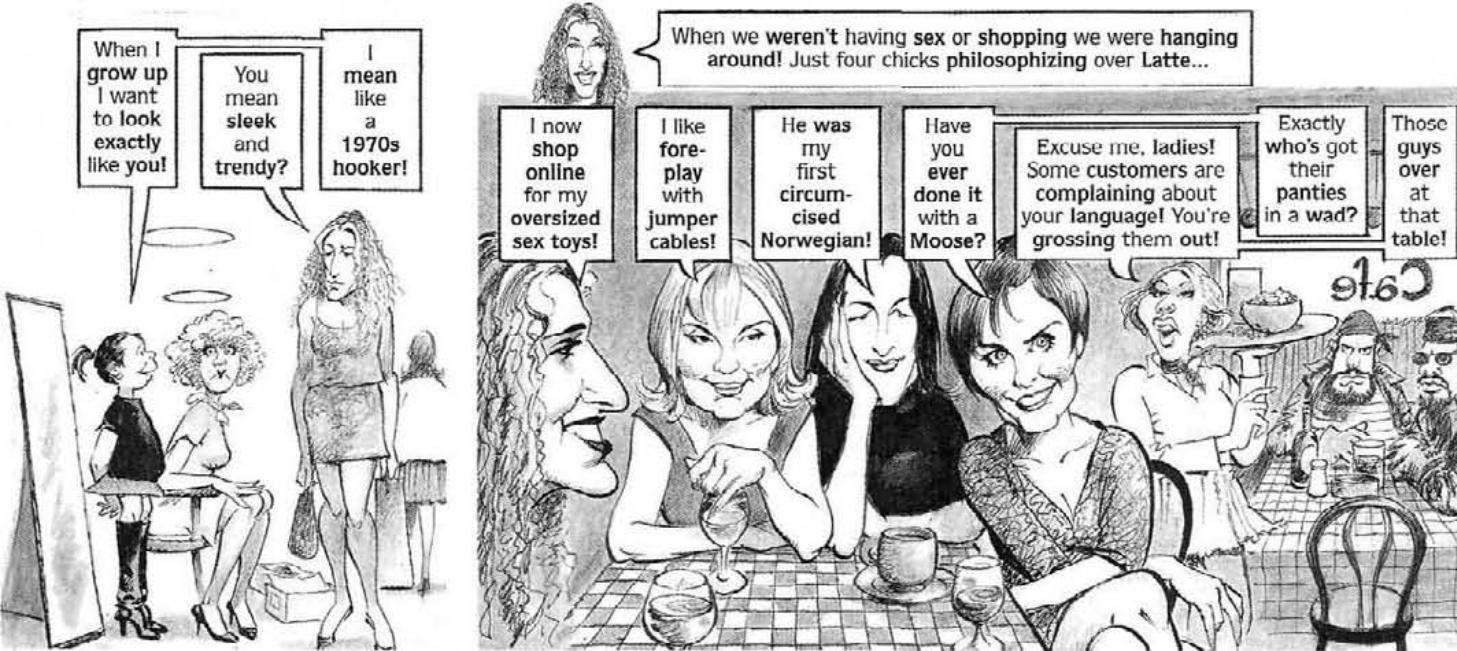
Why? Was I dull? Was I lame in bed?

You're a Middle Management Consultant! It's an occupation our writers can't find jokes for!

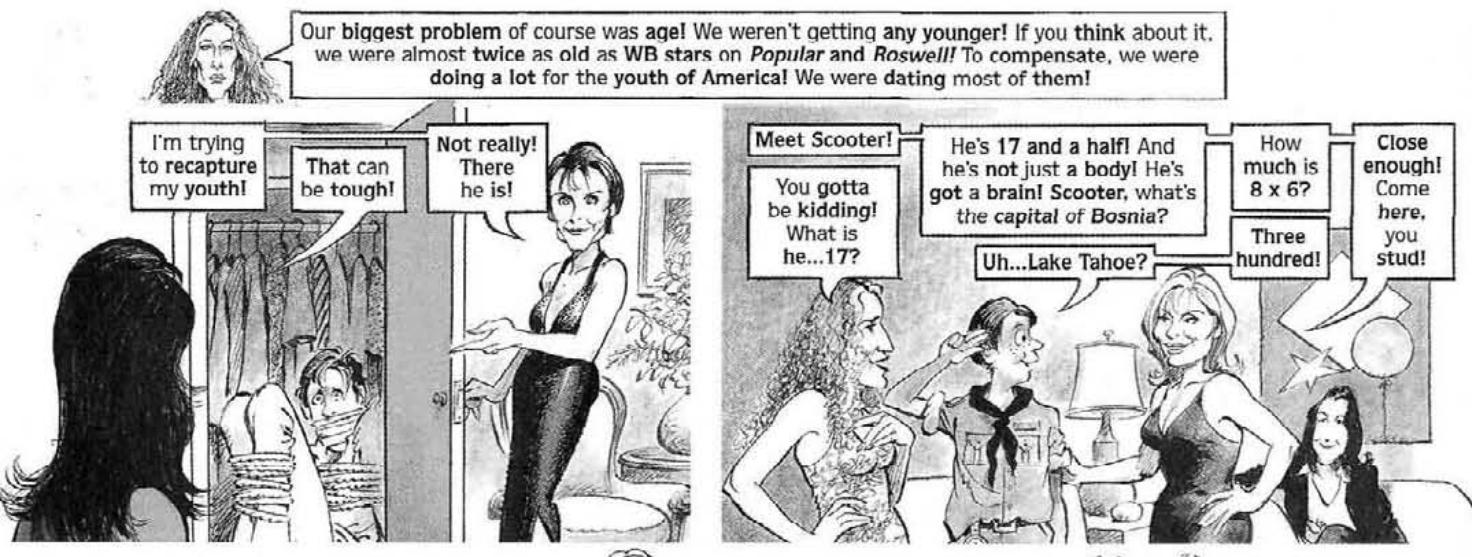
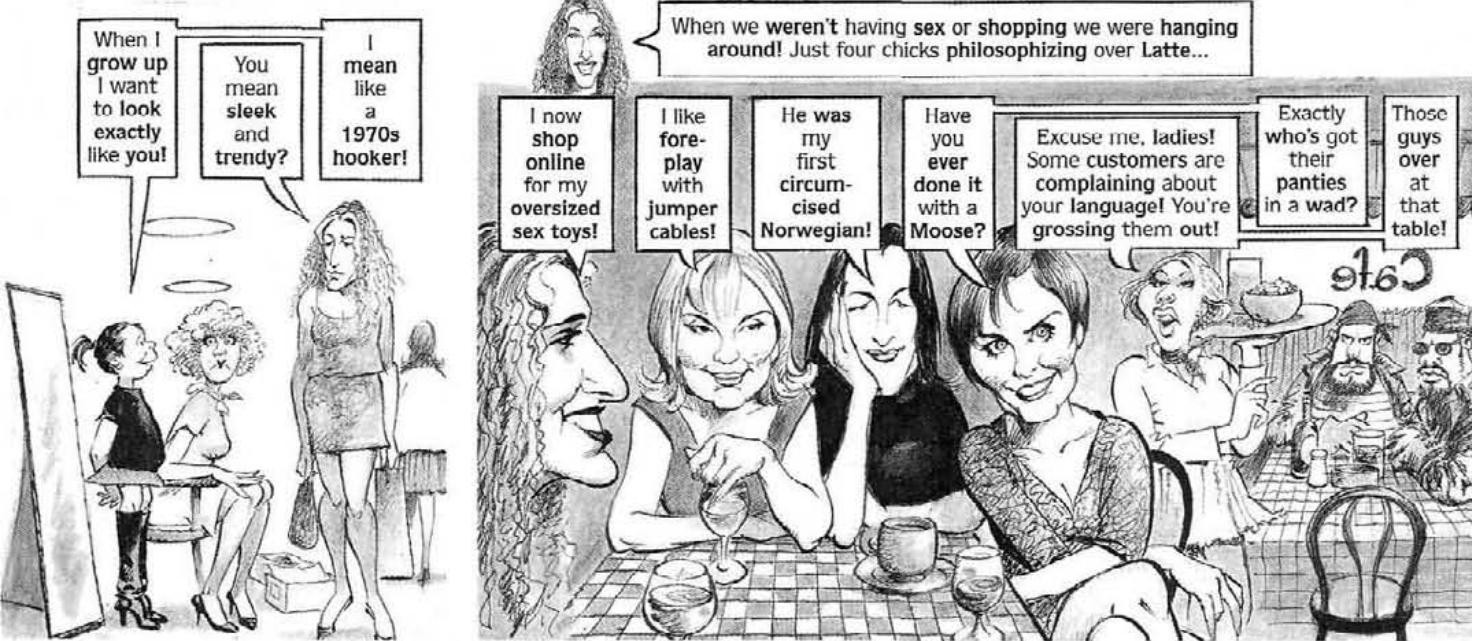
This is so insane!

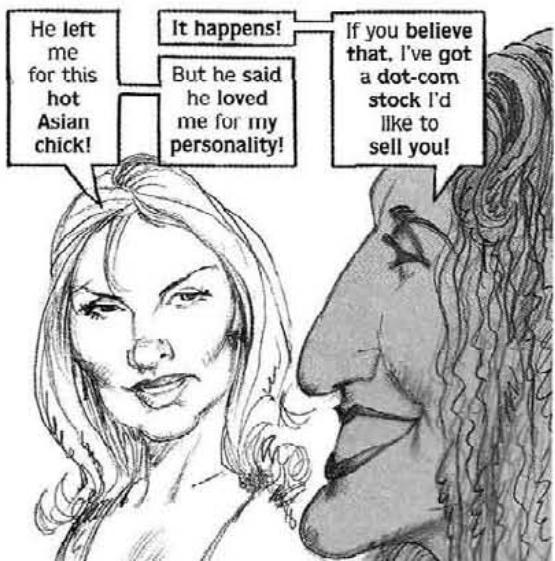
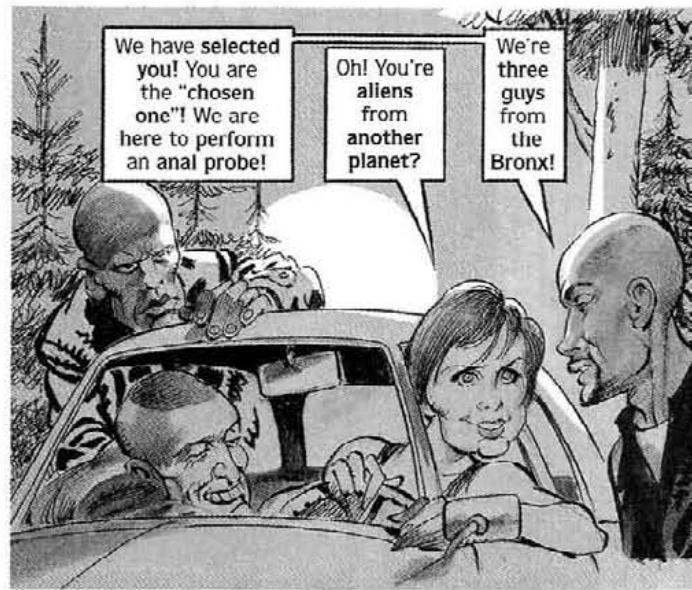
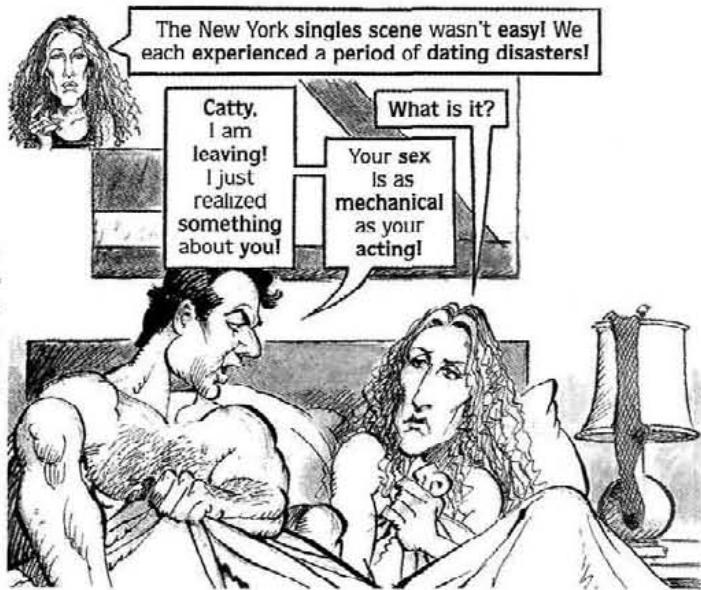
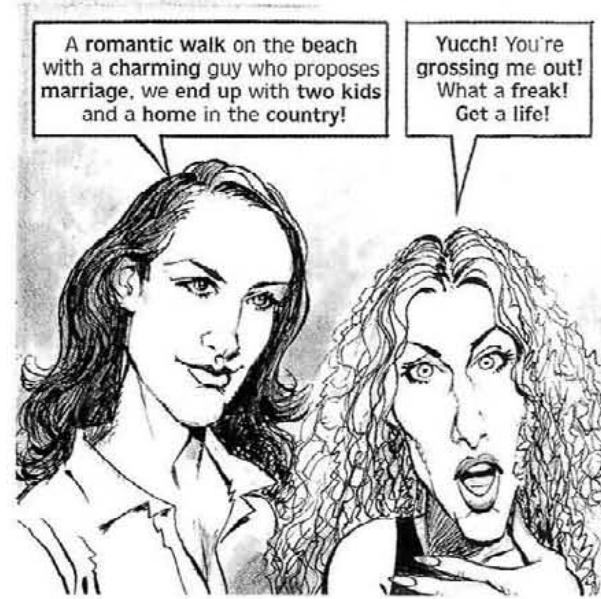
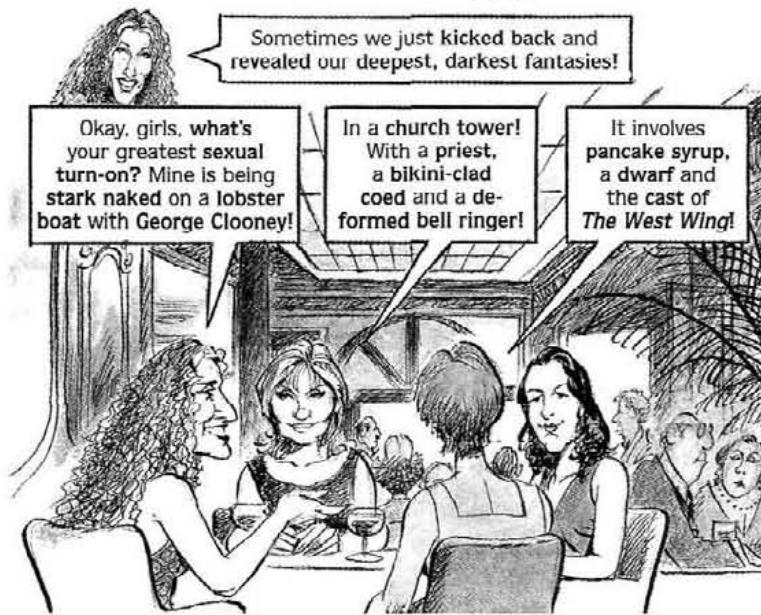
Come back when you're a computer consultant! You'll touch my laptop and I'll click your mouse!

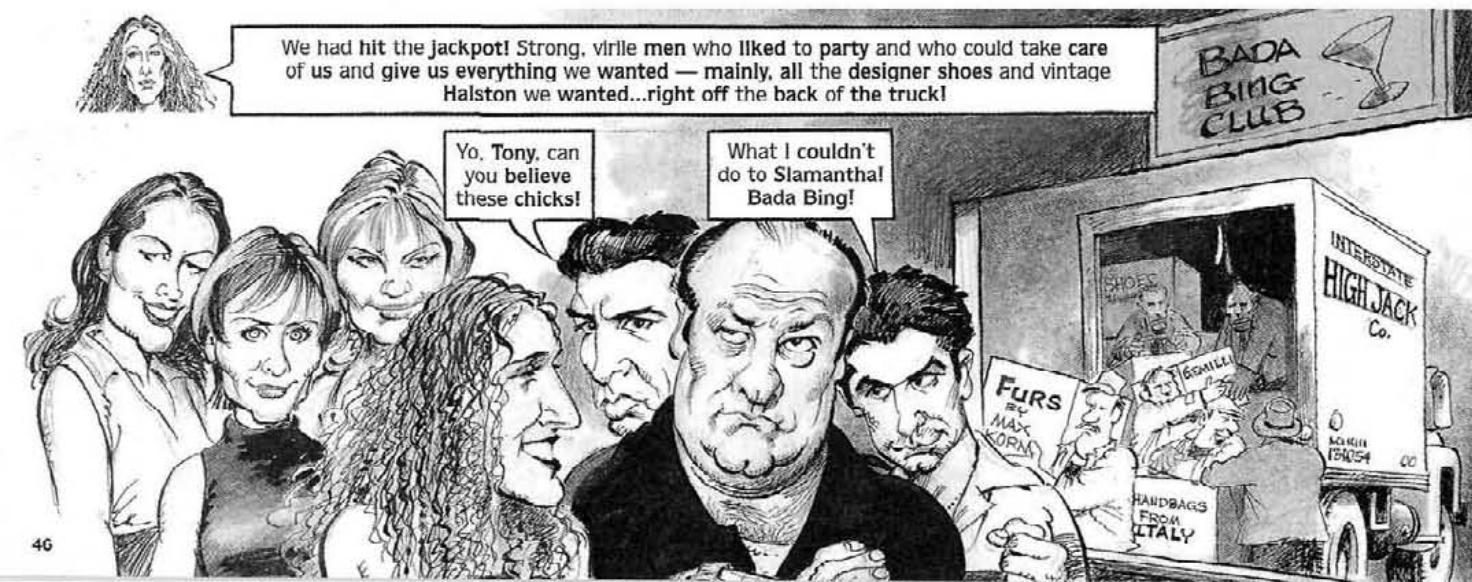
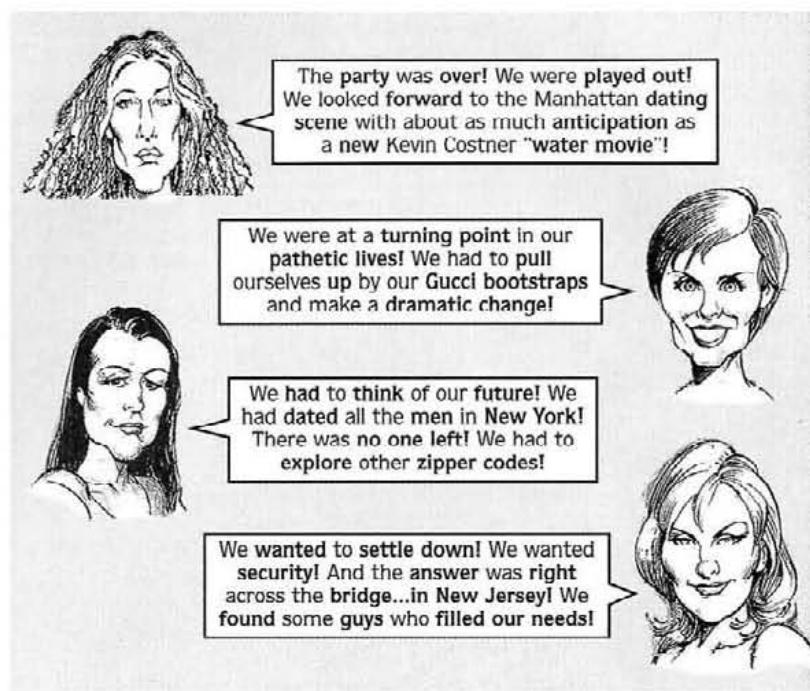
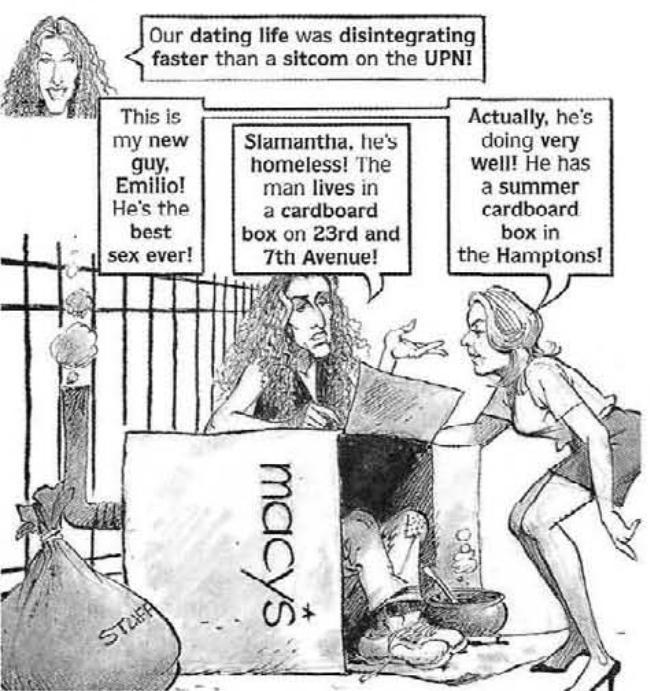
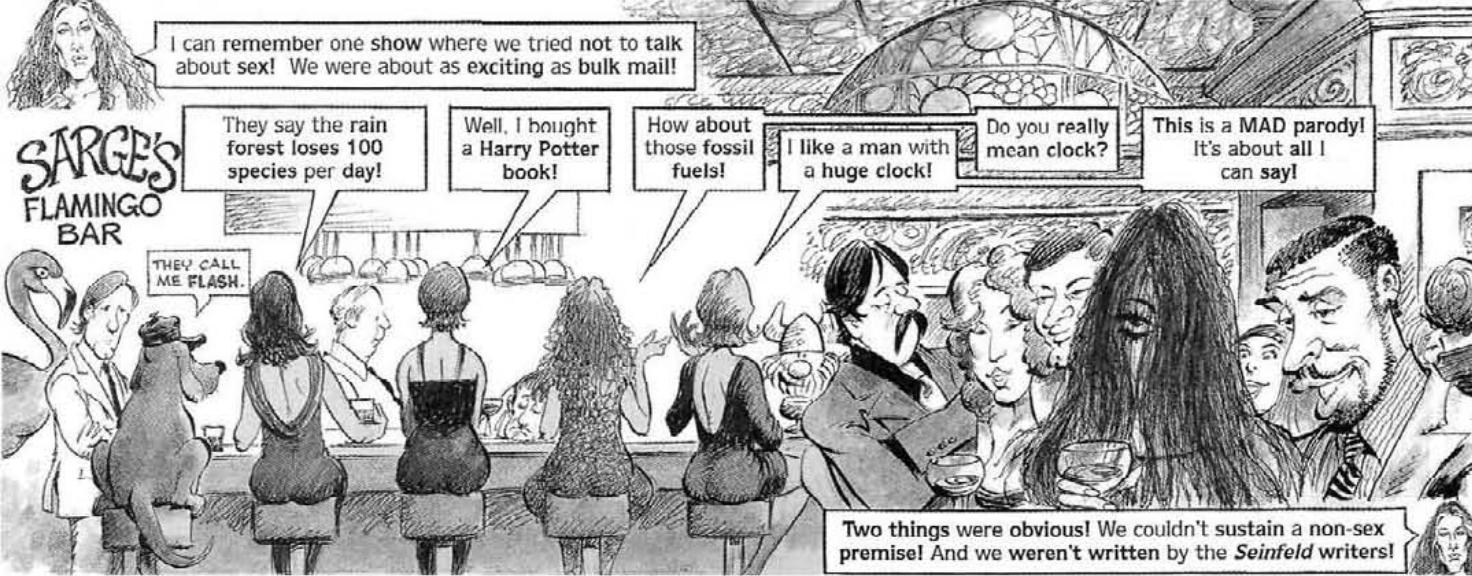




That you spend \$3,000 a week on shoes and your job as a columnist only pays you \$450!









GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest daredevils will soon be joining the real devil!

THIS MONTH'S FUTURE PERMANENTLY CANCELLED JACKASS:

JOHNNY KNOXVILLE

CAUSE OF DEATH

Scalpel slips performing open heart surgery on self while riding unicycle blindfolded

Massive bacterial infection from septic tank diving

Killed by parents of kids who did "try this at home" despite feeble warning

Beaten to a pulp by Tom Green for being such a moron

Fatal paper cut from certificate of admission into MENSA

Natural causes

ODDS

2:1

3:1

5:1

10:1



79,000,000,000,000:1

65,300,000,000,000,000:1

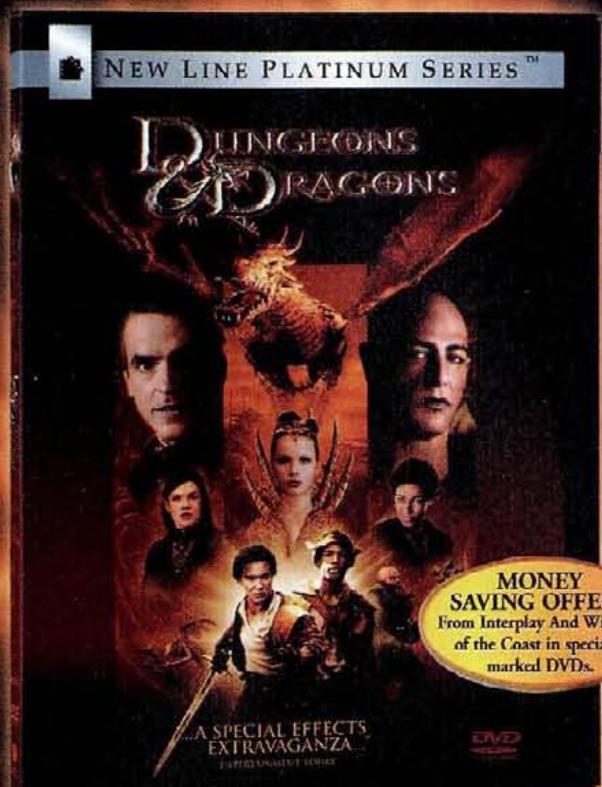
ARTIST: HERMANN MEHA

WRITER: MIKE SNIDER

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WHAT TELEVISED
SPORTS DISASTER
HORRIFIED MILLIONS
OF VIEWERS
THIS YEAR?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

These days the word extreme is applied to all professional sports. Competition is no longer sufficient to satisfy the masses — the event must include danger. There was one spectacle, however, that left even the most grizzled sports fans speechless. To find out what this sports disaster was, fold page in as shown.



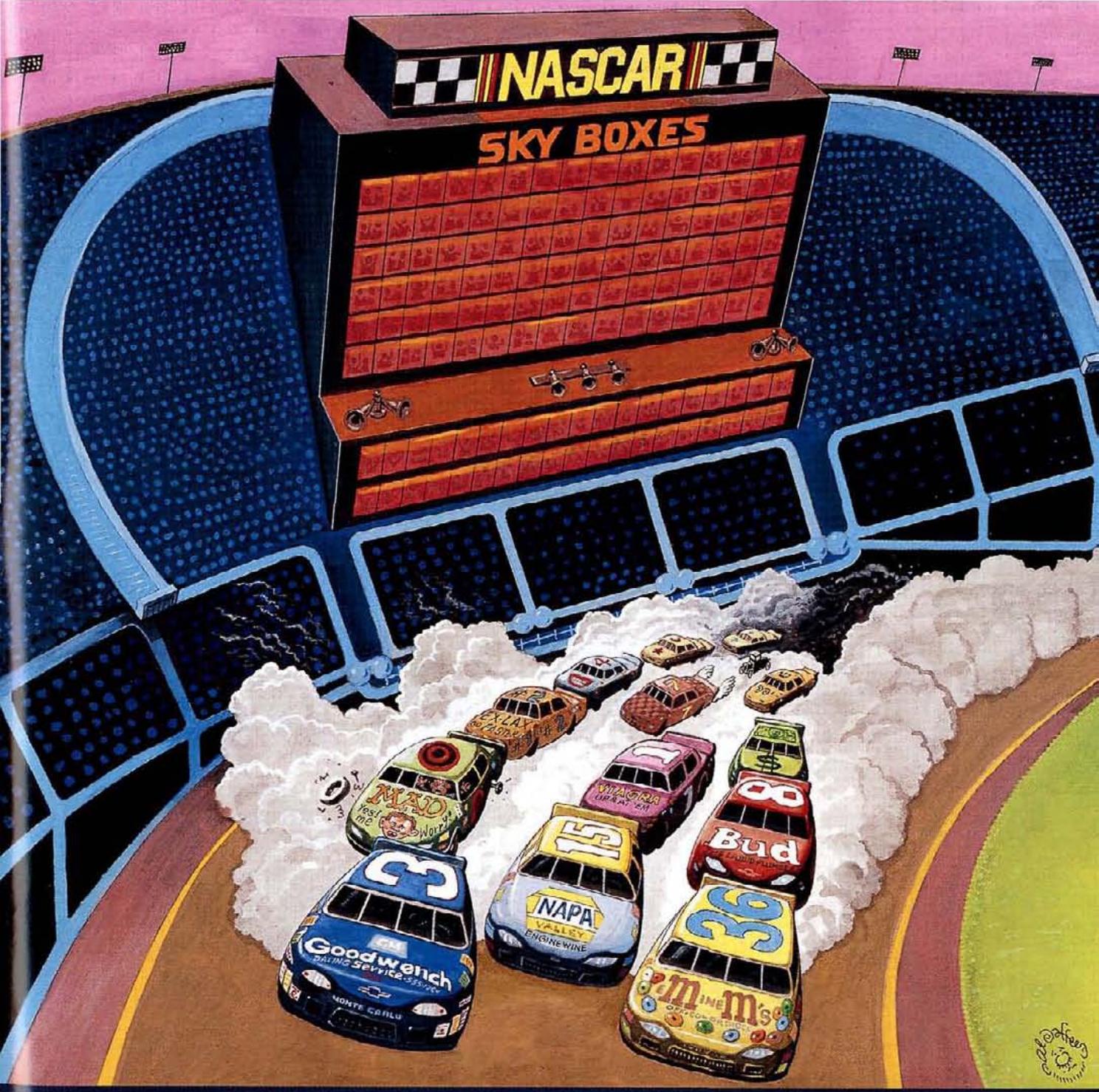
FOLD PAGE OVER LIKE THIS

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



THE HORRORS SEEN ON TV ARE NOT ALWAYS SEX
AND CRIMINAL VIOLENCE. OFTEN MANY OF
THE SPORTS SHOWS ARE THE WORST OF ALL

A

ARTIST AND WRITER: AL JAFFEE

B



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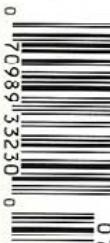
MAD

IND

KABOOM



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07

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#2
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